



Final Survey Results

2012 Stratford Resident Survey



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SUMMARY

This report on the **Stratford Residents Survey 2012** has been produced as part of the reporting process for Town of Stratford's *Sustainable Stratford - Results Matter* performance management system. This annual Survey is one method that the Town of Stratford is using to receive feedback from residents and note community changes over time.

Communications documents have also been created to present findings to the public, Council Members and staff of the Town of Stratford.

Residents had the option of completing an electronic survey available online or a paper version delivered to households in Stratford. The Town of Stratford consists of 3,400 households and a vigorous and multi-mode communications strategy resulted in 675 adult residents completing the survey. The survey results represent a statistically significant sample of the adults of the community.

Under **Improving Environmental Responsibilities**: 91% of residents had “heard about” or “know some details about” the Public Transit and Active Transportation initiative and 69% had some knowledge about the Watershed Management Group. Residents were less familiar with the remaining initiatives as 41% had “heard about” or “know some details about” the Sustainable Subdivision Policy initiative, 34% for the Wind Energy Policy and Bylaw initiative, 32% for the “storm water management plan based on sustainability principles” initiative, 28% for the Paperless Office System initiative, and 17% had some knowledge about the Climate Adaption Plan initiative.

Stratford residents showed strong support for the use of Town of Stratford resources to protect the environment with 99% identifying it as “somewhat important” or “very important.”

Residents were asked about specific environmental impact behaviours taken in the last 12 months, with:

- 84% of residents reported “No” use of pesticides and/or herbicides on your lawn or garden
- 59% reported planting trees or shrubs on their property
- 5% planted trees with the watershed group
- 5% helped to clean a pond or other waterway within Stratford, and
- 40% reported picking up garbage in a natural area within Stratford.

Under **Improving Governance**, when asked: “When you think about the Town of Stratford, how satisfied are you with each of the following areas?”, residents selected “satisfied” or “very satisfied” for the following areas:

- *Responsiveness to Town issues* – 92%
- *Accountability for actions taken* – 90%
- *Transparency of decision making* – 87%
- *Opportunities for input into planning and decisions for the community* – 86%
- *Ability to meet your needs* – 89%
- *Overall performance* – 93%

There were a number of health related areas addressed under **Improving Resident Health and Wellness**.

Transportation Options

Residents were asked about their regular transportation usage and reported “regularly”:

- driving alone in a vehicle – 56% for work or school, 31% for social or volunteer activities
- carpooling – 9% for work or school, 5% for social or volunteer activities
- taking public transit – bus – 3% for work or school, 1% for social or volunteer activities
- walking / jogging – 6% for work or school, 12% for social or volunteer activities
- bicycling – 3% for work or school, 4% for social or volunteer activities
- inline skating / rollerblading – 1% for work or school, less than 1% for social or volunteer activities
- driving a motorcycle/ scooter/ moped – 1% for work or school, 2% for social or volunteer activities
- taking a taxi – 1% for work or school, 2% for social or volunteer activities

Health and Wellness

Residents self-reported their general health as good, very good or excellent in 70% of cases. Compared to one year ago, 66% reported that their health is about the same and 34% reported their health as somewhat or much better now.

Quality of life was rated as excellent, very good, or good by 94% of residents and 65% reported their sense of belonging to their local community as very strong or somewhat strong.

Physical Activity

In an average week, 44% of residents spend 10 minutes or more doing a moderate or more vigorous activity on 3-5 occasions. In total, during an average week, 43% of residents spend more than 2.5 hours in moderate to vigorous activity – in line with current Canadian Guidelines.

A physical condition or mental condition or health problem reduces the amount or kind of activity for a percentage of Stratford residents, with:

- 11% often limited at home
- 7% often limited at work or at school, and
- 11% often limited in other activities, for example, transportation or leisure.

Ninety three percent (93%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches.”

Safety in Your Community

Ninety six percent (96%) of Stratford residents think that Stratford has about the same or lower amounts of crime in residential areas compared to other areas in PEI. Ninety eight percent (98%) think the commercial areas of town have about the same or a lower amount of crime than other areas of PEI.

Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 20% of residents think that crime has increased during the last 5 years.

When asked how often they usually walk alone in their area after dark, 44% reported that they never walk alone in their area after dark, 20% walk alone at least once a week, 18% walk alone less than once a month, 13% walk at least once a month, and 6% walk alone after dark on a daily basis.

When asked if they would walk alone in their area after dark more often if they felt safer from crime, 26% of respondents reported that they didn't know or it was not applicable to them and 25% of the remaining group reported that they would.



Perceptions of RCMP Services

Residents were asked questions that dealt with their perceptions about the work that is being carried out by your local police force, the Stratford RCMP. Ninety two percent (92%) of residents report that they have a lot or a great deal of confidence in the Stratford RCMP.

Residents were asked about various aspects of the RCMP's role. Not all residents rated the RCMP on all issues, but for those who provided a rating, 51%-75% think that the Stratford RCMP are doing a "good job." Specifically, by aspect:

- 64% for enforcing the laws
- 69% for promptly responding to calls
- 75% for being approachable and easy to talk to
- 51% for supplying information to the public on ways to reduce crime
- 62% for ensuring the safety of the citizens in your area, and
- 71% for treating people fairly.

Increasing Resource Efficiency

Residents were asked about the use of some alternate energy sources, energy saving actions, and water preserving actions. Ninety percent (90%) of residents were not currently using any of the options in question but:

- 1% use geothermal systems
- 2% use solar panels to heat water
- 0% use solar panels or wind power to generate electricity
- 1% use biofuels (for example, biodiesel), and
- 3% reported "other" options including: a range of heat recovery processes, passive solar, use of wood pellets, electric radiant and on demand systems, high efficiency boiler, and R2000 building construction.

Other energy saving and water conserving activities undertaken included:

- 86% replaced old-fashioned incandescent light bulbs with energy-saving bulbs
- 49% plug electronics into power strips and shut them off when not in use
- 32% stay cool with an ENERGY STAR fan
- 58% use a programmable thermostat and lower it
- 50% installed low-flow showerheads and faucet aerators
- 82% usually run only full loads in an ENERGY STAR dishwasher

- 47% regularly air dry their laundry
- 81% regularly wash their laundry in cold water
- 73% installed a new refrigerator in the last 10 years, and
- 56% installed a new furnace in the last 10 years.

Only 73% responded to a question on **water audits** with 4% reporting that a water audit had been completed for their home.

Increasing Communications

Survey participants were asked about their main sources of information about the Town of Stratford and were provided with a variety of known options. Direct mail to home (which included the Town newsletter, brochures, flyers, and utility bills) was noted most frequently by 73%. The next most frequently chosen option was The Guardian newspaper at 47%.

When asked about their “preferred” method, 65% chose direct mail to home. Emails direct mail to home followed next at 44%.

Fifty-six percent (56%) of residents had visited the Town of Stratford website (www.townofstratford.ca) in the last year. Of those who had visited the website, 46% were able to find what they were looking for every time. Respondents who were not able to find what they were looking for were asked to describe what they were looking for and this information will be used to inform Town planners.

Increasing Community Engagement

Fifty one percent (51%) of residents are interested in becoming more engaged in the Town decision-making process with interest from:

- 30% in attending Town Council meetings
- 68% in attending public meetings on specific issues
- 62% in attending an open house or information session on specific issues
- 35% in participating on topic specific committees (such as Heritage, Active Transportation, Arts & Culture)
- 27% in participating on event committees
- 18% in participating on a Standing Committee of the Council
- 37% in participating in in-depth surveys
- 25% in participating in interviews
- 42% in participating in focus groups
- 31% in participating in an online discussion forum



Residents were asked several questions concerning their volunteer activities with 60% reporting that they or a member of the household volunteered for a not-for-profit or charitable organization and 49% reported that some of the volunteer activity was performed in Stratford. Twenty percent (20%) of respondents averaged over 15 hours per month in volunteering time.

Additional Question

Each year of this annual survey, the Town will ask additional questions concerning timely issues of interest. This year, interest in a community garden was sought with 51% of residents somewhat or very interested.

STRATFORD SURVEY BACKGROUND

The Town of Stratford is committed to sustainability and envisions a future where the social needs of residents are taken care of, where the culture and heritage are rich, diverse and celebrated, where the limits of the earth to sustain the people are recognized and respected, where there is a thriving local economy and where there is a transparent and responsive local government.

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system based on the balanced scorecard and sustainability vision. The performance management system is called “Sustainable Stratford – Results Matter” and it includes 16 broad objectives and 38 performance indicators. The performance indicators will measure the Town’s progress towards its objectives.

Some of the performance indicators are based on existing data that is available to the Town like the number of trees planted, the amount of water used per person or the number of volunteers. Other performance indicators, like resident satisfaction with the Town’s governance, resident perception of safety and resident health requires that residents be contacted to obtain the data.

Once baseline information is available for all of the performance indicators, targets will be set and initiatives will be designed to improve performance in each area. The results will be monitored and regularly reported to residents so that the Town is transparent and accountable for its actions.

The annual resident survey has been designed to gather the information required for the indicators for which there is no other data source and that are measuring resident opinions and activities. Having a statistically valid survey allows the Town to report the results of the survey with confidence and to rely on the data from the survey to measure performance and to continually improve.

Service providers: Dawn Binns, Insight Marketing and Vicki Bryanton, consultant were contracted to provide support to the Town of Stratford for the planning, development, implementation, and analysis of the survey.

Insight Marketing is a strategy and planning agency located in Charlottetown, Prince Edward Island. Specializing in marketing, communications and organizational strategies, Insight Marketing works with both public and private sector clients to support them in identifying and achieving their goals. Vicki



Bryanton's independent consulting service, focused on survey design, implementation needs and data management.

SURVEY DEVELOPMENT

Consultants, Vicki Bryanton (independent consultant) and Dawn Binns (of Insight Marketing), developed the draft survey questionnaire in collaboration with the Town of Stratford staff, Robert Hughes and Chris O'Keefe, as the project Advisory Committee. Key areas of inquiry were:

1. Stratford Strategic Plan Objectives as identified by the Town of Stratford staff
2. Indicators to be measured as identified by consultants and confirmed by Advisory Committee
3. Demographics (e.g.- length of residency, type of housing, age, household income)

In order to best reach a representative sample, to ensure a good response rate and to meet the needs of residents, a [multi-mode method](#) was developed using an online and paper survey. The survey was administered online using Survey Monkey. The survey construction included primarily closed questions (multiple choice: one answer, multiple answer); matrix-rating scales (mainly balanced Likert scales and a few unbalanced scales); and a small number of comment boxes.

The draft deck of questions was tested in paper format with a focus group of Stratford residents recruited by **Insight Marketing** using email and social media (Facebook, Twitter.) Attending focus group members completed the draft paper survey and Vicki Bryanton led discussions around each question's clarity and ease of use. Refinements to the questionnaire were made based on focus group feedback. See final survey questions in [Appendix 2](#).

The final survey questions did not gather any information to identify individual respondents and results are reported in aggregate form only, with access to individual responses restricted to only the research team.

SAMPLE

The target population for this survey was the 3,400 households of the Town of Stratford, Prince Edward Island as represented by adult responders. Respondents could complete one of two survey options. An electronic, online

survey was promoted through direct email and multi-media promotions or a paper survey delivered to households in a direct mail householder drop.

A probability, multi-mode sampling method achieved a sample size of 675 respondents (398 completing paper surveys and 277 completing online surveys) which exceeded the projected sample size of 360.

Due to the timing of the release of *detailed* 2011 Census data for the Town of Stratford, the 2011 data could not be used for weighting purposes. The general release of 2011 Census data indicated that the Town of Stratford experienced a 21% increase in population between the 2006 and 2011, making the use of demographic information from the 2006 Census data for weighting less than optimal.

More accurate information on household figures was available from the Town of Stratford and it was used to weight the data by type of dwelling.

SURVEY RECRUITMENT

The recruitment strategy for the survey was designed and managed by Insight Marketing. A detailed and comprehensive communications plan was implemented to support the recruitment of Town of Stratford Residents to participate in the survey. Tactics included both direct messaging to residents and broader awareness tactics to act as reminders.

Direct recruitment included two email invitations to residents and one direct mail out of the full survey to households with a self-addressed, business reply envelope. Broader awareness activities included promotion on the Town of Stratford's Facebook and Twitter accounts, two media releases that were printed in the provincial newspaper, *The Guardian*, and information notices through the local elementary schools.

A series of e-blasts were distributed through the Town of Stratford's email list of 860 residents directing them to the online survey and noting that a paper survey would also be mailed to Stratford residents. The paper survey also contained a link to the online survey to allow residents more choice in how they responded to the survey. Relevant media events also noted the residents survey and how it could be accessed.

Residents were encouraged to complete the online survey (reducing data entry costs) and to ensure broader uptake, a paper survey was produced and delivered to homes in Stratford. The paper survey provided residents with the



link to the online survey as well as providing a postage-paid, business reply envelope for those completing and returning the paper version. To limit expenses, no follow-up mailing was done following the householder drop.

The online survey was open for responses for a six-week period beginning March 1, 2012 and ending April 13, 2012. Residents began receiving the paper survey as a householder mailing beginning March 12th with returned surveys postmarked before April 14 included in the final data entry. Paper surveys were data entered via an online portal by 3 members of the Town of Stratford staff; trained by the survey developer.

The target goal for returned surveys of 360 was exceeded on April 5th or 36 days into the field. Final returns totaled 667 surveys for a return rate of 18% (667 returns/3700 householder mailing*100).

Consultants provided weekly reports to monitor the overall response rate and the participation of respondents from various sub-groups.

SURVEY ANALYSIS

All online survey questions were set to 'optional', to match the option that respondents on paper surveys would have to skip questions. Respondents to the online survey could not exit and return later. Although it is not possible to know how many people did not start the survey due to this constraint, only 6 respondents were deemed qualified drop-offs (failed to complete more than the first five questions of the survey.)

Paul Chaulk, researcher and evaluation specialist of Atlantic Evaluation Group, worked with the consultants to develop the analysis plan, which included a summary of frequency and percentages for all closed questions. Results were analyzed using descriptive statistics such as proportions. In addition, inferential statistics (chi-squared tests) were used to assess whether survey results varied by demographic categories. Topline tables and crosstabs were produced in Excel spreadsheets.

Other data cleaning procedures can be found in [Appendix 5](#).

RESULTS

The Town of Stratford's *Sustainable Stratford - Results Matter* performance management system uses key performance indicators to address progress on strategic objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The **Stratford Residents Survey 2012** is one method that the Town of Stratford is using to receive feedback from residents.

The survey results are reported under the Strategic Objectives addressed in the survey.

The statistical accuracy (i.e., margin of error) was +/- 3.4%, 19 times out of 20, assuming conservative estimates of response proportions and correcting for the finite (i.e., total) population of Stratford households. The accuracy may be somewhat lower on questions where there is missing data. The data weighting procedures used may have altered the statistical accuracy slightly.

The survey data was "weighted" statistically to adjust for a larger response rate from single, detached households than from multi-unit dwellings. The weighting procedure adjusted the responses so that each dwelling type made up the same proportion of the final survey analysis as they make up in Stratford (based on data supplied by the Town).

All surveys are subject to non-response bias by people choosing not to participate in the survey. The potential for other nonresponse bias for the survey as a whole is recognized for residents with low literacy skills which might affect response to a paper or online survey and for residents who are new comers to the province and/or do not have English as a first language. Non-response rates on individual questions within the survey of more than 10% are noted in this report.

Survey data was analyzed using descriptive statistics such as proportions. In addition, inferential statistics (chi-squared tests) were used to assess whether survey results varied by demographic categories at an alpha level of 0.01, where alpha represents the probability that the observed differences occurred by chance alone.

Percentages may not add exactly to 100, due to rounding error and/or multiple response options. For subgroups reporting, only results with a frequency of 30 or greater are described in this report.

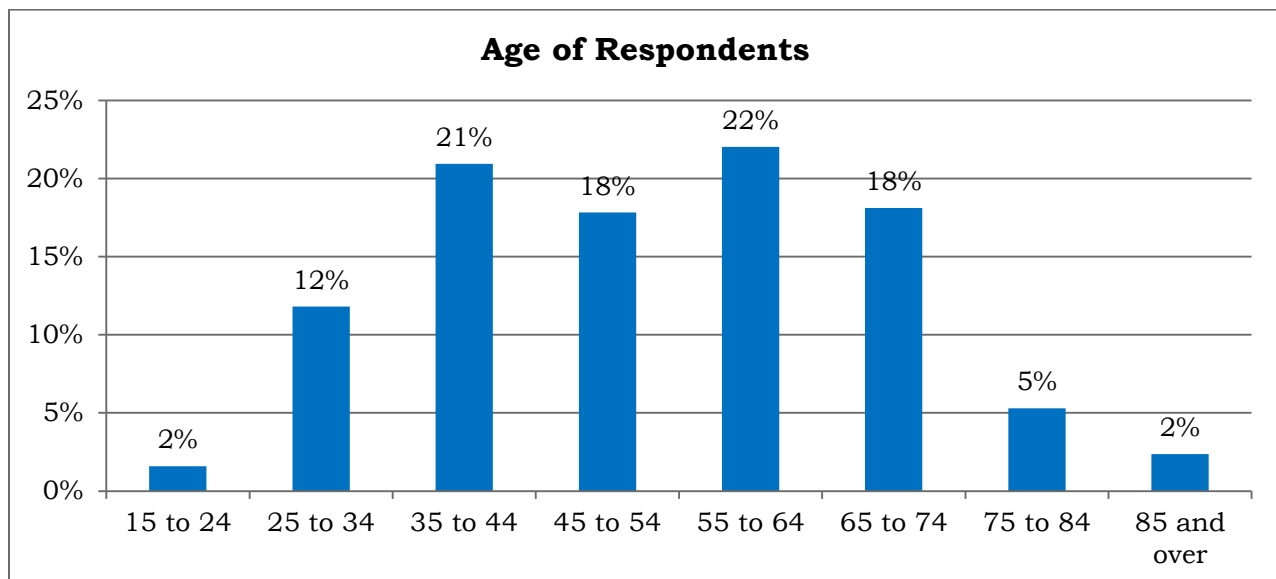


RESPONDENTS PROFILE

The respondents to the Stratford Resident Survey 2012 were 61% female and 39% male. The age representation in the survey was somewhat underrepresented in the 15-24 year old bracket (2% compared to 13% in the 2006 Census – note: this survey intentionally targeted adults) and somewhat overrepresented in the 55-64 year old age bracket (22% compared to 14% in the 2006 Census) and overrepresented in the 65-74 year old age bracket (18% compared to 7% in the 2006 Census). (Statistics Canada, 2007)

The respondents' ages were:

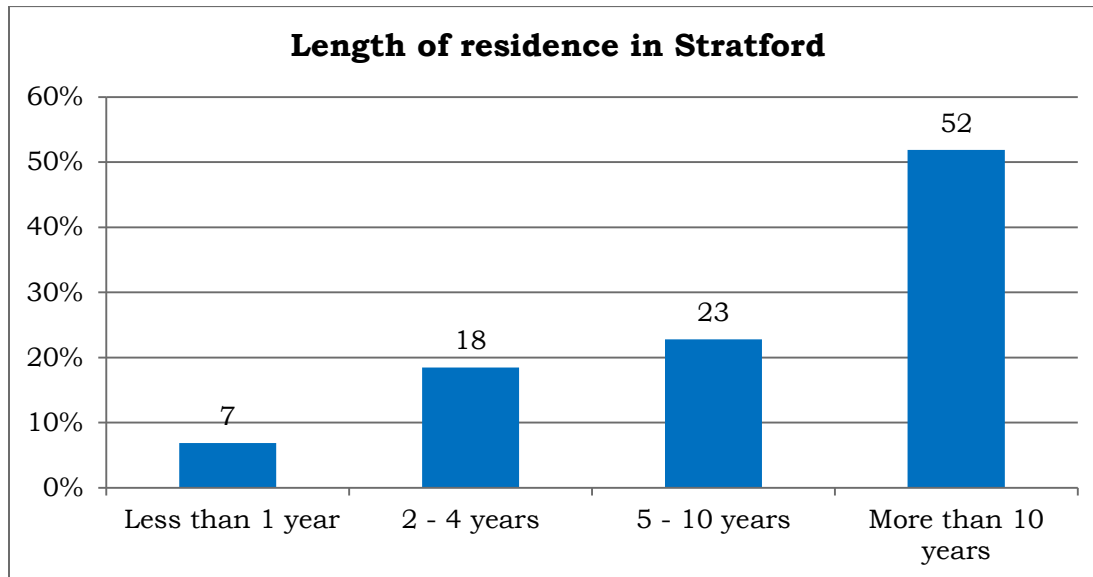
- 2% aged 15 to 24 years
- 12% aged 25 to 34 years
- 21% aged 35 to 44 years
- 18% aged 45 to 54 years
- 22% aged 55 to 64 years
- 18% aged 65 to 74 years
- 5% aged 75 to 84 years
- 2% aged 85 years and over



Ninety one percent (91%) of respondents were Canadian citizens at birth with 9% born in another country. Ninety eight percent (98%) have lived in Canada for more than 10 years, 1% for 4-10 years, 1% for 2-4 years, and 1% for less than one year.

Seventy eight percent (78%) of residents own their dwelling while 22% rent. Seventy percent (70%) live in a single detached dwelling, while 9% live in a double/ duplex/ semi-detached, and 21% live in an apartment or row house.

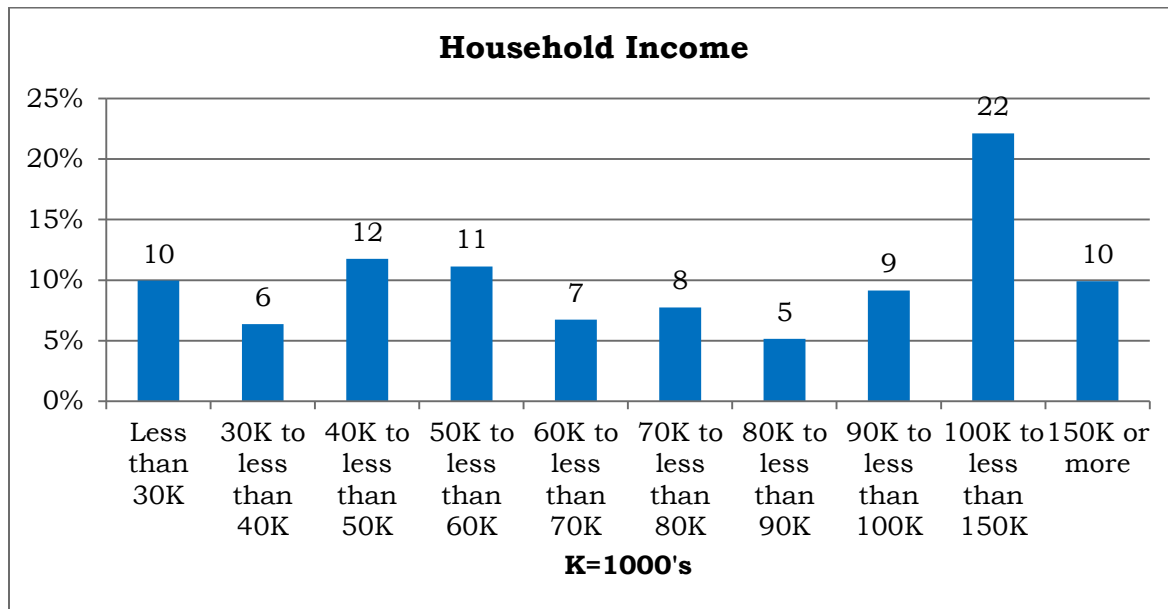
Very few respondents to the survey are new to the Town of Stratford, with 7% living in Stratford for less than 1 year, 18% for 2-4 years, 23% for 5-10 years, and the majority at 52% living in Stratford for more than 10 years.



Respondents were asked to estimate the total income received by all household members, from all sources, before taxes and deductions, in 2011. Fourteen percent (14%) of respondents chose not to respond to this question. Of those who responded, the estimated household incomes were:

- 10% with less than \$30,000
- 6% with \$30,000 or more but less than \$40,000
- 12% with \$40,000 or more but less than \$50,000
- 11% with \$50,000 or more but less than \$60,000
- 7% with \$60,000 or more but less than \$70,000
- 8% with \$70,000 or more but less than \$80,000
- 5% with \$80,000 or more but less than \$90,000
- 9% with \$90,000 or more but less than \$100,000
- 22% with \$100,000 or more but less than \$150,000
- 10% with \$150,000 and over





IMPROVING ENVIRONMENTAL RESPONSIBILITY

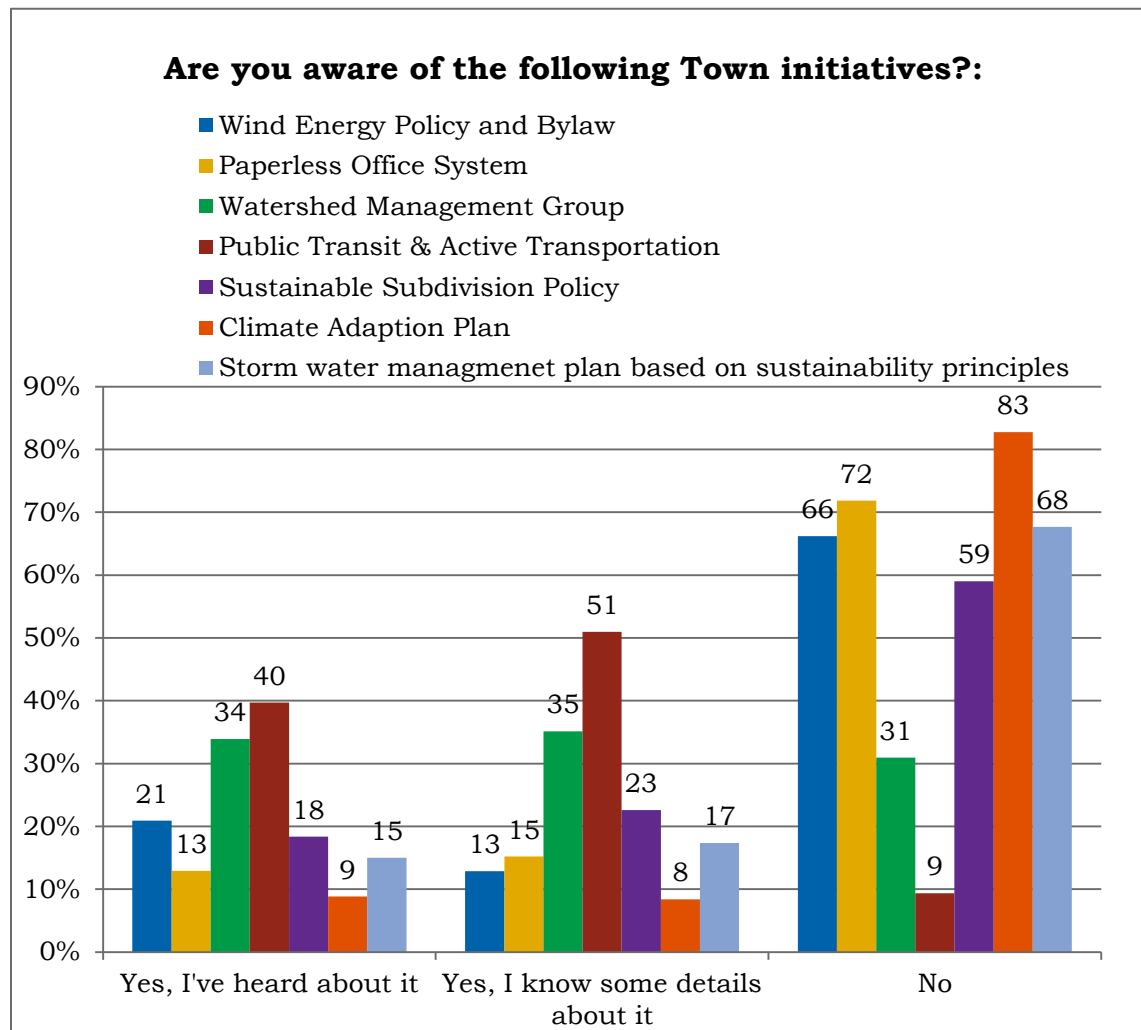
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and bio-diversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

The Town of Stratford strives to improve its supervision and management of environmental concerns. Residents were asked about their awareness and whether they “have heard about”, “know some details about”, or were not aware of the following Town initiatives:

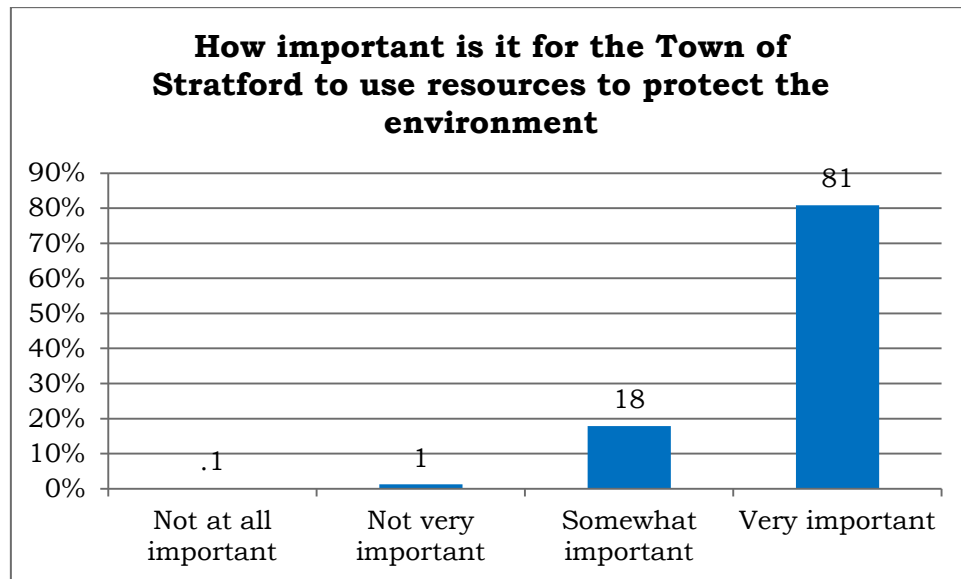
- Wind Energy Policy and Bylaw
- Paperless Office System
- Watershed Management Group
- Public Transit & Active Transportation
- Sustainable Subdivision Policy
- Climate Adaption Plan
- Storm water management plan based on sustainability principles

Ninety one percent (91%) had “heard about” or “know some details about” the Public Transit and Active Transportation initiative while 9% had not. Sixty nine percent (69%) had “heard about” or “know some details about” the Watershed Management Group while 31% had not.

Residents were less familiar with the remaining initiatives. Forty one percent (41%) had “heard about” or “know some details about” the Sustainable Subdivision Policy initiative while 59% had not. Thirty four percent (34%) had “heard about” or “know some details about” the Wind Energy Policy and Bylaw initiative while 66% had not. Thirty two percent (32%) had “heard about” or “know some details about” the “storm water management plan based on sustainability principles” initiative while 68% had not. Twenty eight percent (28%) had “heard about” or “know some details about” the Paperless Office System initiative while 72% had not. Seventeen percent (17%) had “heard about” or “know some details about” the Climate Adaption Plan initiative while 83% had not.



Stratford residents showed strong support for the use of Town of Stratford resources to protect the environment. Ninety nine percent (99%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment while 1% felt it was “not very important” and less than 1% (.01%) felt that it was “not important at all.”



Residents were asked about certain environmental actions taken by anyone in the household in the last 12 months, including:

- use pesticides and/or herbicides on your lawn or garden
- plant trees or shrubs on your property
- plant trees with the watershed group
- help to clean a pond or other waterway within Stratford
- pick up garbage in a natural area within Stratford

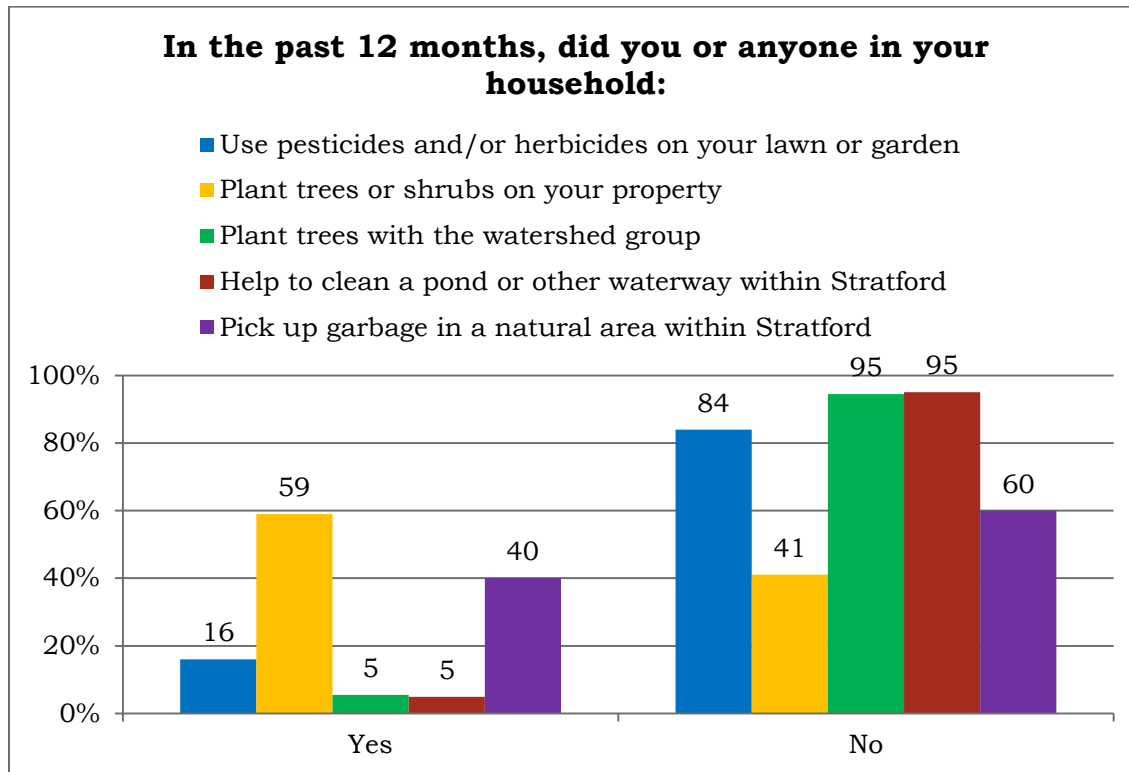
Eighty four percent (84%) of residents reported “No” use of pesticides and/or herbicides on their lawn or garden with 16% reporting use by someone in the household within the last 12 months.

Fifty nine percent (59%) reported trees or shrubs being planted on their property within the last 12 months with 41% reporting not planting of trees or shrubs.

Forty percent (40%) reported picking up garbage in a natural area of Stratford while 60% did not.

Five percent (5%) of respondents reported taking action in each of two areas: planting trees with the watershed group and helping to clean a pond or other

waterway with Stratford. Ninety five percent (95%) reported that they did not participate in these activities.



IMPROVING GOVERNANCE

Strategic Objective: Stratford is committed to good government where there is transparency, accountability and meaningful community engagement.

Survey participants were asked: “When you think about the Town of Stratford, how satisfied are you with each of the following areas?”

- Responsiveness to Town issues
- Accountability for actions taken
- Transparency of decision making
- Opportunities for input into planning and decisions for the community
- Ability to meet your needs
- Overall performance”

For “overall performance”, 93% of residents were satisfied or very satisfied with the Town’s performance and 7% were dissatisfied or very dissatisfied.



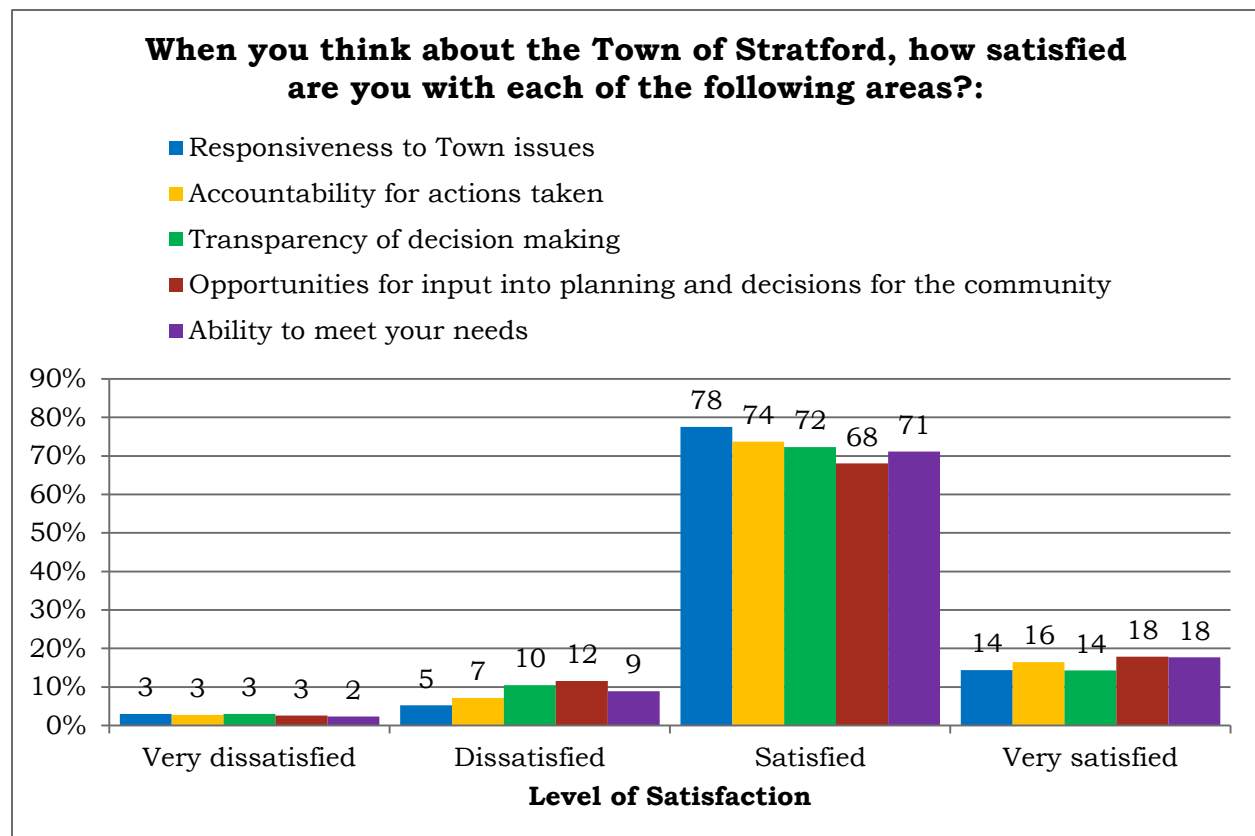
Ninety-two percent (92%) were satisfied or very satisfied with “responsiveness to Town issues” while 8% were dissatisfied or very dissatisfied.

For “accountability for actions taken”, 90% of respondents were satisfied or very satisfied with 10% dissatisfied or very dissatisfied.

For “transparency of decision making”, 87% were satisfied or very satisfied and 13% were dissatisfied or very dissatisfied.

For “opportunities for input into planning and decisions for the community”, 86% were satisfied or very satisfied and 14% were dissatisfied or very dissatisfied.

For “ability to meet your needs”, 89% were satisfied or very satisfied and 11% were dissatisfied or very dissatisfied.



IMPROVING RESIDENT HEALTH AND SAFETY

Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

Transportation Options

Residents were asked about their regular transportation usage over the past 12 months. “Have you regularly done the following to get to work, school, volunteer or social activities:

- driven alone in a vehicle
- carpooled
- taken public transit - bus
- walked / jogged
- bicycled
- inline skated / rollerbladed
- driven a motorcycle/ scooter/ moped
- taken a taxi
- other

Residents reported driving alone in a car regularly to work or school at 56%, and regularly to social and volunteer activities at 31%, occasionally at 19%, 4% indicated that it was not applicable or not an option, and 2% reported never driving alone in a car.

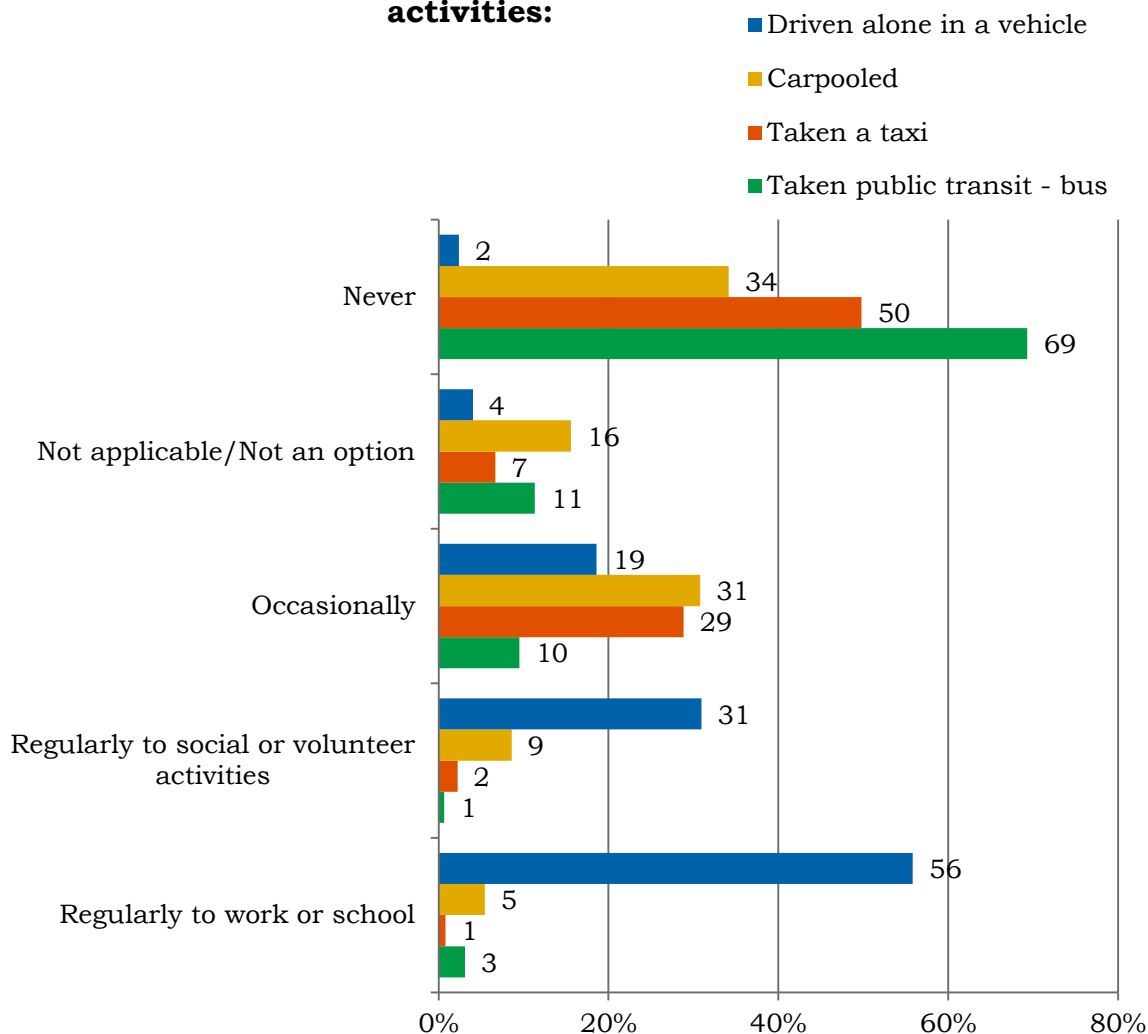
Thirty four percent (34%) of residents reported never carpooling. Thirty one percent (31%) reported carpooling occasionally and it was not applicable or not an option for 16%. Carpooling was used regularly used to social and volunteer activities by 9% and was reported as a mode regularly to work or school by 5%.

Fifty percent (50%) of residents reported never taking a taxi. Taxis were used occasionally by 29%, were not applicable or not an option for 7%, were used regularly to social and volunteer activities by 2%, and was reported as a mode regularly used to work or school by 1%.

Sixty nine percent (69%) of residents reported never taking public transit – the bus. Public transit was not applicable or not an option for 11%, used occasionally by 10%, was reported as a mode regularly used to work or school by 3%, and was used regularly to social and volunteer activities by 1%.



In the past 12 months, have you REGULARLY done the following to get to work, school, volunteer or social activities:

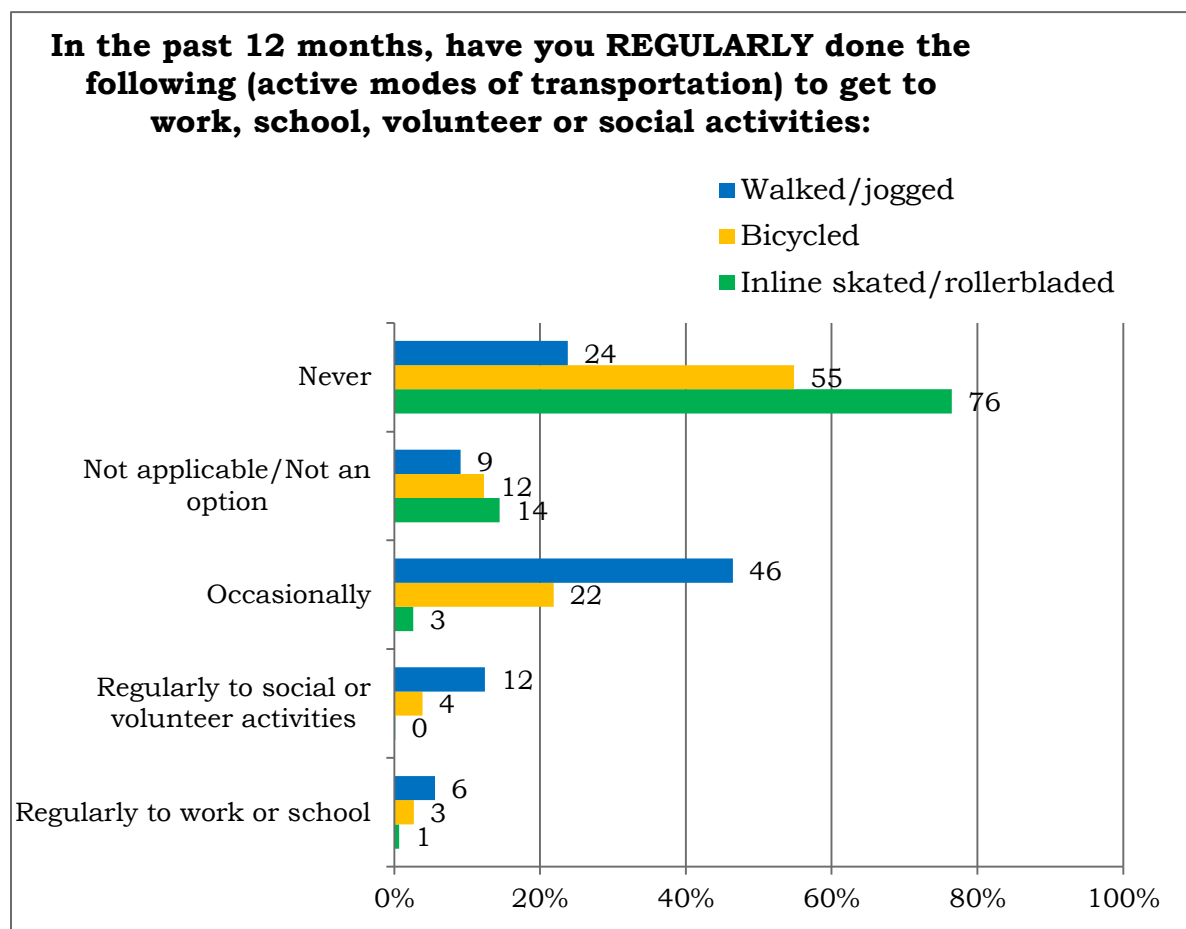


Among more active transportation modes, walking and jogging were most commonly used occasionally at 46%, was never done by 24%, was used regularly to social and volunteer activities at 12%, was not applicable or not an option for 9%, and was reported as a mode regularly used to work or school at 6%.

Fifty five percent (55%) of residents reported never bicycling and it was not applicable or not an option for 12%. Twenty two percent (22%) bicycled occasionally, 4% bicycled regularly to social and volunteer activities, and 3% bicycled regularly used to work or school.

In-line skating and roller blading were never used by 76% of the residents and was not applicable or not an option for 14%. Three percent (3%) had used in-

line skating and roller blading occasionally, 1% used it regularly to get to work or school, and less than 1% used it regularly to social or volunteer activities.

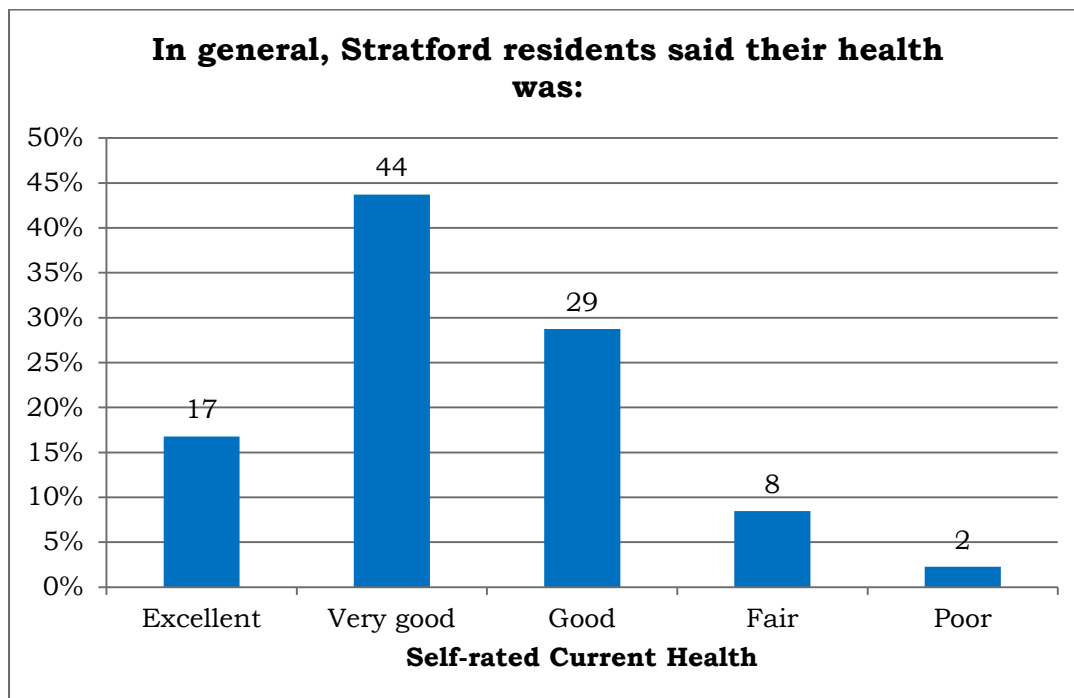


Driving a motorcycle/scooter/moped was reported as “never” for 73% of residents and 13% reported it as not applicable or not an option. Six percent (6%) reported occasional use, 2% used it regularly for social or volunteer activities and 1% used a motorcycle/scooter/moped regularly for work or school.

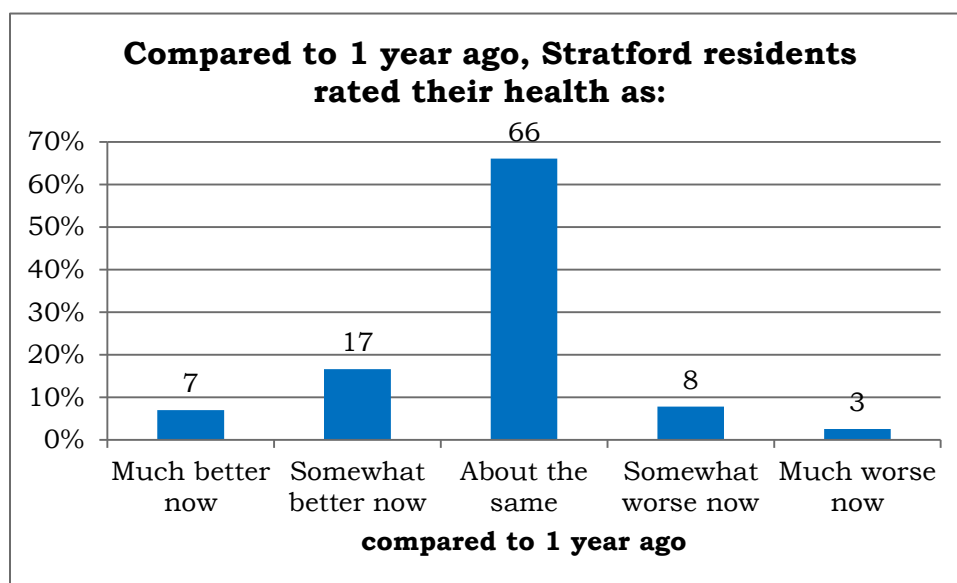
Health and Wellness

Ninety percent (90%) of Stratford residents self-reported their general health as good, very good or excellent with 17% having excellent health, 44% having very good health, 29% with good health, 8% in fair health and 2% as poor health.



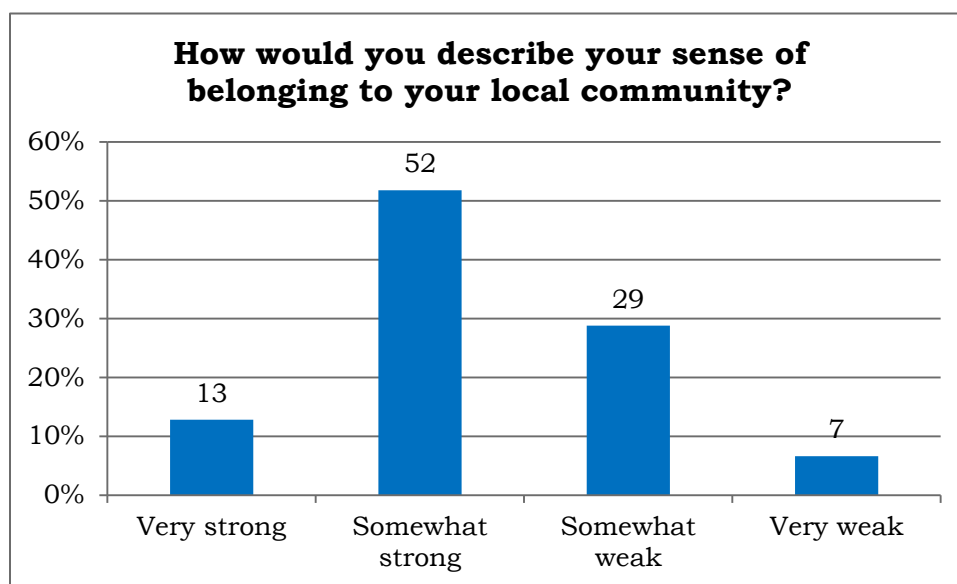


When asked: Compared to one year ago, how would you say your health is now? 66% reported that their health is about the same, 17% reported their health as somewhat better now, 8% reported their health as somewhat worse now, 7% reported it as much better now, and 3% reported their health as much worse now than one year ago.



Residents were also asked to rate their quality of life as: excellent, very good, good, fair, or poor. Ninety four percent (94%) self-rated their quality of life as excellent, very good, or good with 20% excellent, 49% very good, 25% good, 6% poor, and 1% very poor.

When asked about their sense of belonging to their local community, 13% reported their sense of belonging as very strong, 52% reported it to be somewhat strong, 29% reported somewhat weak, and 7% reported their sense of belonging as very weak.



Physical Activity

Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. (Canadian Society for Exercise Physiology (CSEP), 2012)

In the survey, the following definition was used:

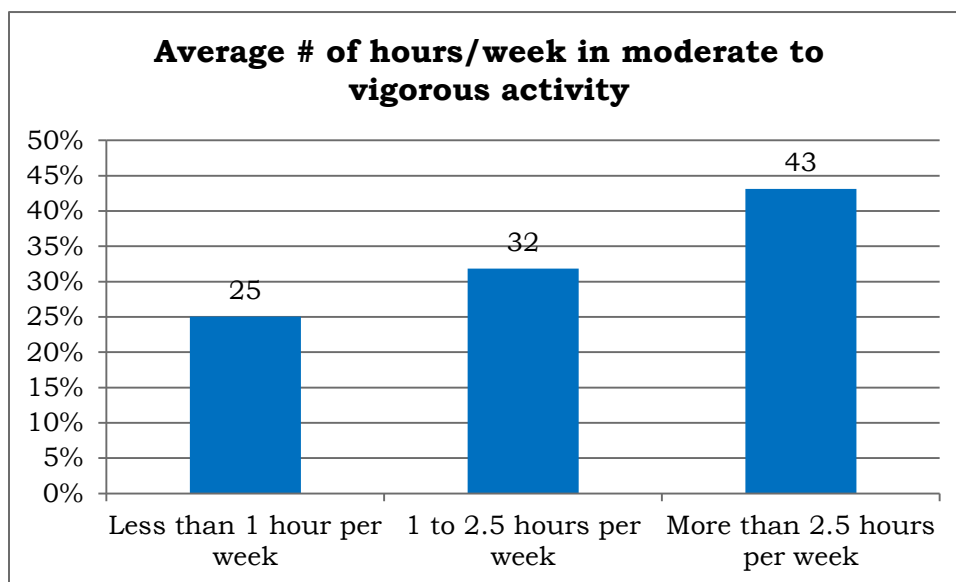
"Moderate physical activity" will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity. Moderate activities include: walking briskly, bike riding, cross country skiing, skating.

Residents were asked to think about the moderate or more vigorous activities that they had done in the last 3 months.



In an average week, 44% of residents spend 10 minutes or more doing a moderate or more vigorous activity on 3-5 occasions, 33% are active on less than 2 occasions per week, and 22% are active for more than 5 occasions.

In total, during an average week, 43% of residents spend more than 2.5 hours in moderate to vigorous activity, 32% spend 1-2.5 hours, and 25% spend less than 1 hour per week.



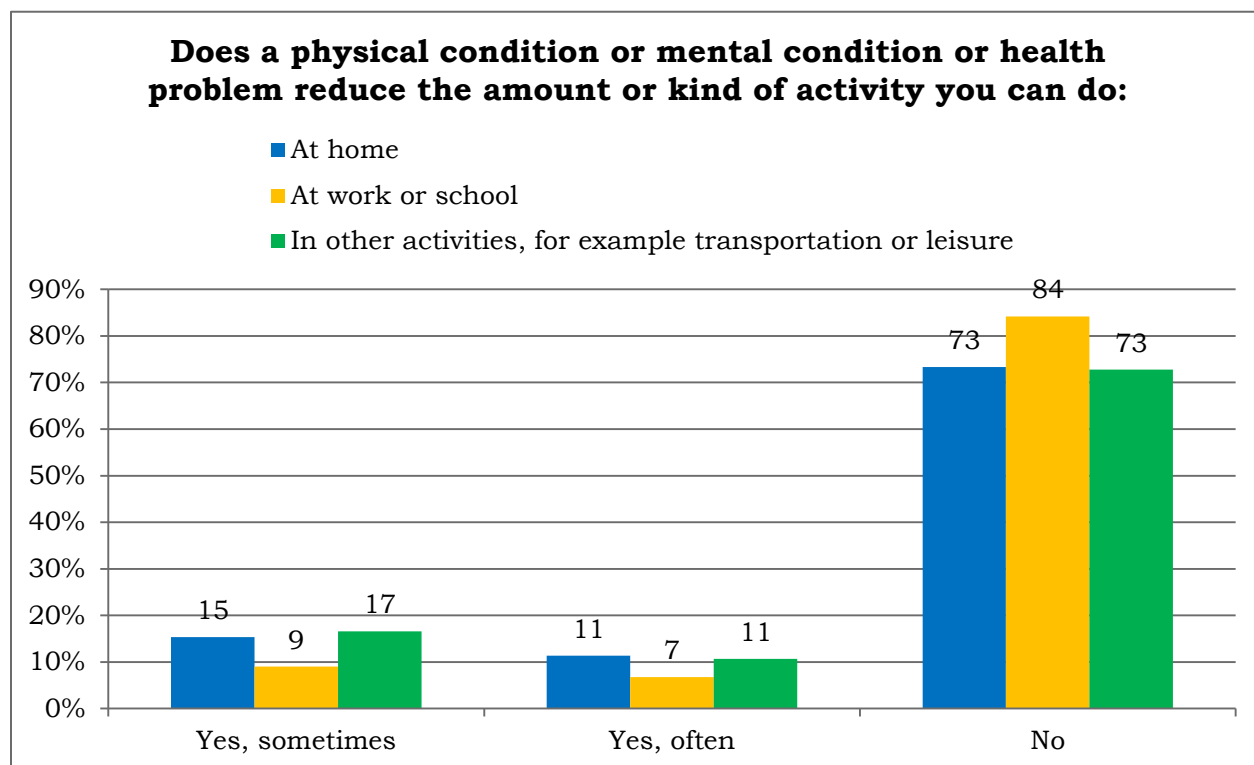
Residents were asked: Does a physical condition or mental condition or health problem reduce the amount or kind of activity you can do? (Include only health conditions or problems that have lasted or are expected to last 6 months or more.)

- ...at home
- ...at work or at school
- ...in other activities, for example, transportation or leisure

The majority of residents are not limited in the amount or kind of activity they can do with 84% reporting no limitations at work or school, and 73% reporting no limitation in either at home or other activities (for example transportation or leisure.)

Eleven percent (11%) of residents reported that they are often limited in activities at home and in other activities with 7% reporting that they are often limited at work or school.

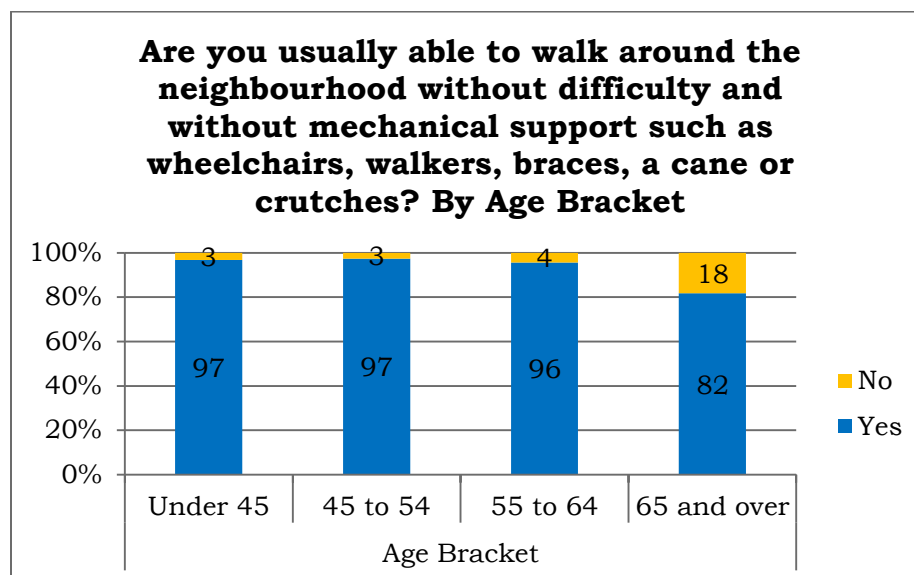
Seventeen percent (17%) are sometimes limited in the amount or kind of activity in other activities (for example transportation or leisure) while 15% are sometimes limited at home, and 9% are sometimes limited at work or school.



Ninety three percent (93%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 7% are not able.

Of note, when considered by age bracket, a larger percentage of people over the age of 65 (at 18%) are **not** usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches. This is compared to 4% of 55-64 year olds, and 3% each for 45-54 year olds and those under 45.



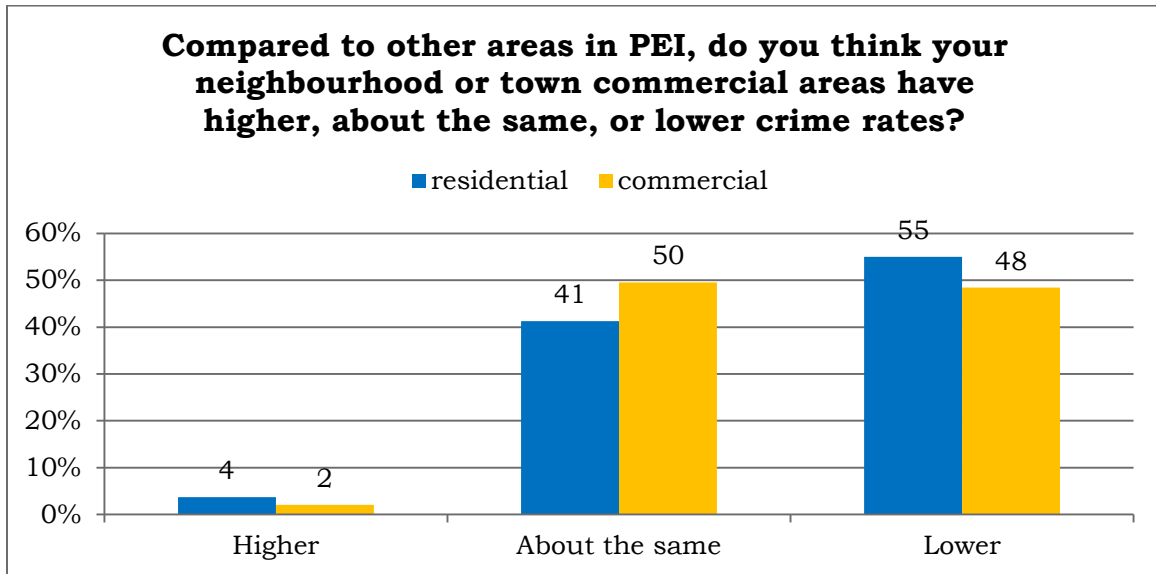


Safety in Your Community

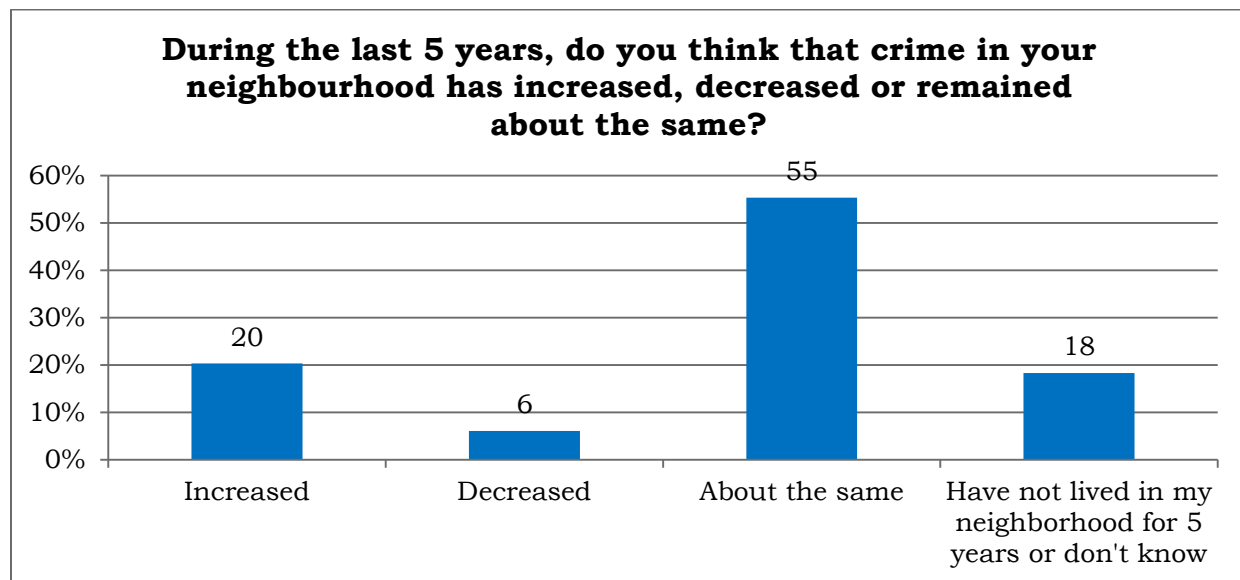
For the purposes of this survey, a "neighbourhood" refers to the area surrounding your home and "commercial areas" refers to the area surrounding businesses in Stratford.

Ninety six percent (96%) of Stratford residents think that Stratford has about the same or lower amounts of crime in residential areas compared to other areas in PEI. Fifty five percent (55%) think it is lower, 50% think the crime rate is about the same, and 4% think the crime rate is higher than other areas of PEI.

Compared to other areas in PEI, 98% of Stratford residents think the commercial areas of town have about the same or a lower amount of crime. Forty eight percent (48%) think it is lower, 50% think crime is about the same, and 2% think the crime rate is higher than other areas of PEI.

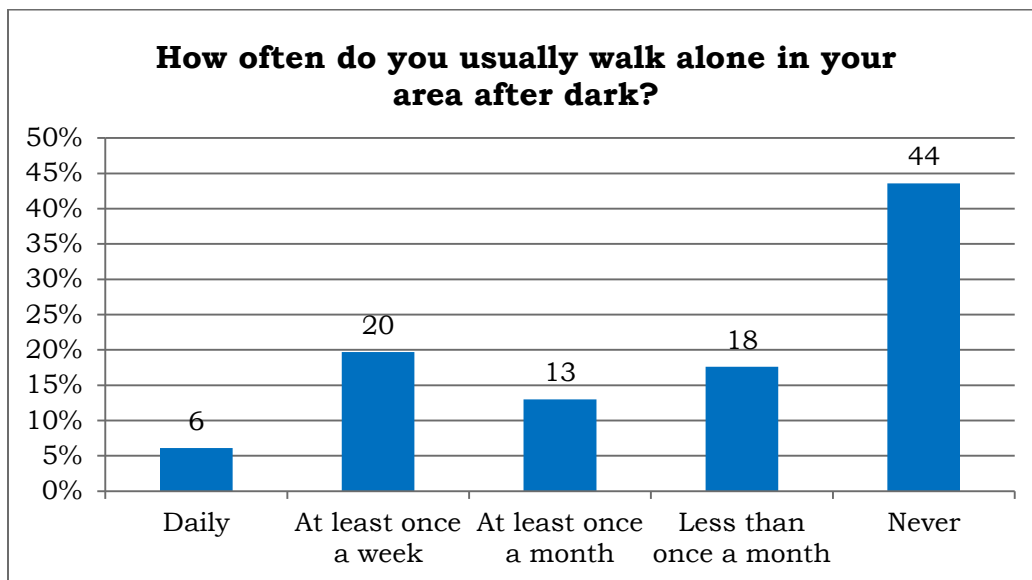


Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 20% of residents think that crime has increased during the last 5 years. Fifty five percent (55%) think that it is about the same, 6% think that crime has decreased and 18% reported that they have not lived in Stratford for 5 years or don't know.



When asked: How often do you usually walk alone in your area after dark? Forty four percent (44%) of residents report that they never walk alone in their area after dark, 20% walk alone at least once a week, 18% walk alone less than once a month, 13% walk at least once a month, and 6% walk alone after dark on a daily basis.





When asked if they would walk alone in their area after dark more often if they felt safer from crime, 26% of respondents reported that they didn't know or it was not applicable to them. Of the remaining group, 25% reported that they would walk alone in their area after dark more often if they felt safer from crime, while 75% reported they would not.

Perceptions of RCMP Services

Residents were asked questions that dealt with their perceptions about the work that is being carried out by your local police force, the Stratford RCMP.

Ninety two percent (92%) of residents report that they have a lot or a great deal of confidence in the Stratford RCMP with 38% having a great deal of confidence, 54% having a lot of confidence, 7% not having very much confidence, and 1% having no confidence at all in the Stratford RCMP.

Residents were asked: Do you think the Stratford RCMP does a good job, an average job or a poor job of:

- enforcing the laws?
- promptly responding to calls?
- being approachable and easy to talk to?
- supplying information to the public on ways to reduce crime?
- ensuring the safety of the citizens in your area?
- treating people fairly?

Not all residents rated the RCMP on all issues. Of note, the following percentages chose “don’t know/no answer” for some issues:

- 14% - enforcing the laws
- 33% - promptly responding to calls
- 22% - being approachable and easy to talk to
- 22% - supplying information to the public on ways to reduce crime
- 15% - ensuring the safety of the citizens in your area
- 24% - treating people fairly

For those who provided a rating, 51%-75% think that the Stratford RCMP is doing a “good job” by:

- 64% for enforcing the laws
- 69% for promptly responding to calls
- 75% for being approachable and easy to talk to
- 51% for supplying information to the public on ways to reduce crime
- 62% for ensuring the safety of the citizens in your area
- 71% for treating people fairly

For those who provided a rating, 22%-40% think that the Stratford RCMP is doing an “average job” by:

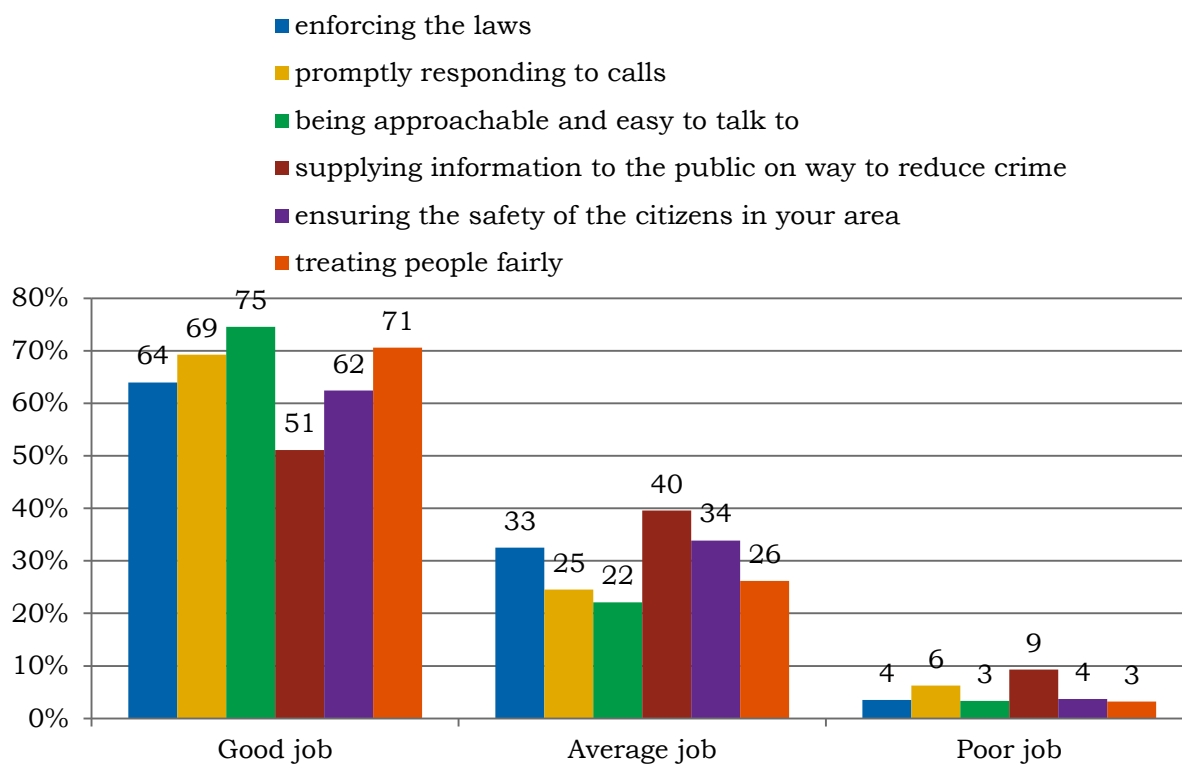
- 33% for enforcing the laws
- 25% for promptly responding to calls
- 22% for being approachable and easy to talk to
- 40% for supplying information to the public on ways to reduce crime
- 34% for ensuring the safety of the citizens in your area
- 26% for treating people fairly

And finally, for those who provided a rating, 3%-9% think that the Stratford RCMP is doing a “poor job” by:

- 4% for enforcing the laws
- 6% for promptly responding to calls
- 3% for being approachable and easy to talk to
- 9% for - supplying information to the public on ways to reduce crime
- 4% for ensuring the safety of the citizens in your area
- 3% for treating people fairly



Do you think the Stratford RCMP does a good job, an average job or a poor job of:



INCREASING RESOURCE EFFICIENCY

Strategic Objective: Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.

Residents were asked about the use of some alternate energy sources, energy saving actions, and water preserving actions.

Specifically, residents were asked to check all options that applied to the question: Does your home currently use any of the following?

- Geothermal system
- Solar panels used to heat water
- Solar panels used to generate electricity (photovoltaic)
- Wind power
- Biofuels (for example, biodiesel)
- Don't know
- Other (please describe)

Ninety percent (90%) of residents were not currently using any of the options in their homes. Two percent (2%) reported that solar panels were used to heat water, 1% reported using a geothermal system, and biofuels were used in less than 1% of residents. Six percent (6%) did not know if their home was using any of the options. No residents reported using solar panels to generate electricity or wind power.

Three percent (3%) of respondents chose the “other” option, reporting a range of heat recovery processes, passive solar, use of wood pellets, electric radiant and on demand systems, high efficiency boiler, and R2000 building construction.

In addition, residents were asked: “Have any of the following energy saving actions been taken in your home?”

- Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Light (CFL) or LED bulbs
- Plug electronics into power strips and shut them off when not in use
- Stay cool with an ENERGY STAR fan
- Use a programmable thermostat and lower it
- Installed low-flow showerheads and faucet aerators
- Usually run only full loads in an ENERGY STAR dishwasher
- Regularly air dry your laundry
- Regularly wash your laundry in cold water
- Installed a new refrigerator in the last 10 years
- Installed a new furnace in the last 10 years”

In most cases, residents are choosing the energy efficient options noted and made these choices more than 12 months ago. Not all residents responded to every option. Of note, 12% of respondents chose “don’t know/not applicable” for the question “staying cool with an Energy Star fan”, 13% of respondents for “regularly running only full loads in an Energy Star dishwasher”, and 12% of respondents chose “don’t know/not applicable” for “have not installed a new furnace within the last 10 years.”

Eight six percent (86%) of residents have replaced old-fashioned incandescent light bulbs with energy-saving compact fluorescent lights (CFLs) and LED bulbs with 65% making those changes more than 12 months ago. Fourteen percent (14%) have not made this change.

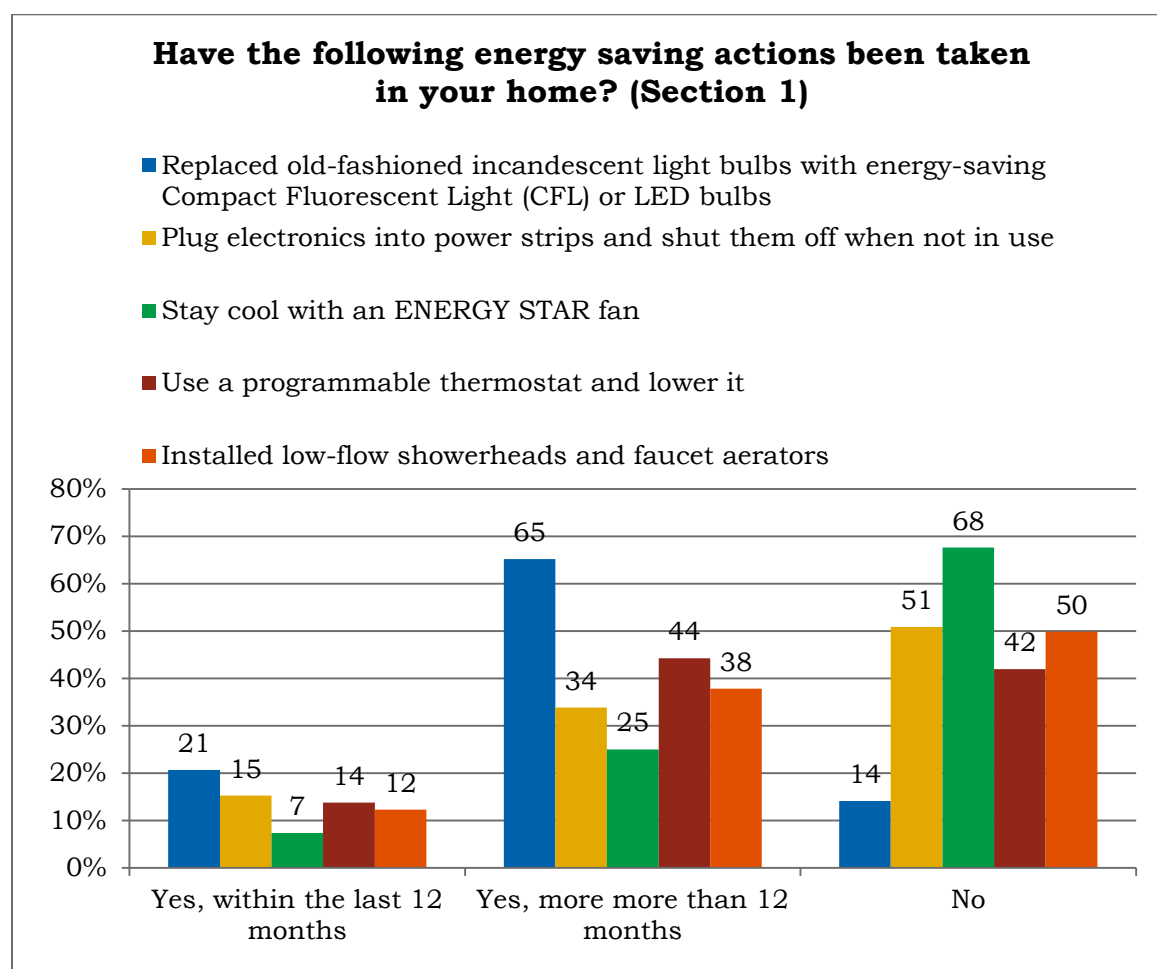
Fifty eight percent (58%) reported using a programmable thermostat and lowering it with 44% installing more than 12 months ago. Forty two percent (42%) reported not using this method.



Fifty percent (50%) reported installing a low-flow showerhead and faucet aerators with 38% doing so more than 12 months ago. Fifty percent (50%) have not installed these water saving devices.

Forty nine percent (49%) plug electronics into power strips and shut them off when not in use with 34% starting this behaviour more than 12 months ago. Fifty one percent (51%) do not use electronics in this way.

Of the respondents for this question, 32% reported staying cool with an Energy Star fan with 25% reporting use beginning more than 12 months ago. Sixty eight percent (68%) do not use and Energy Star fan.



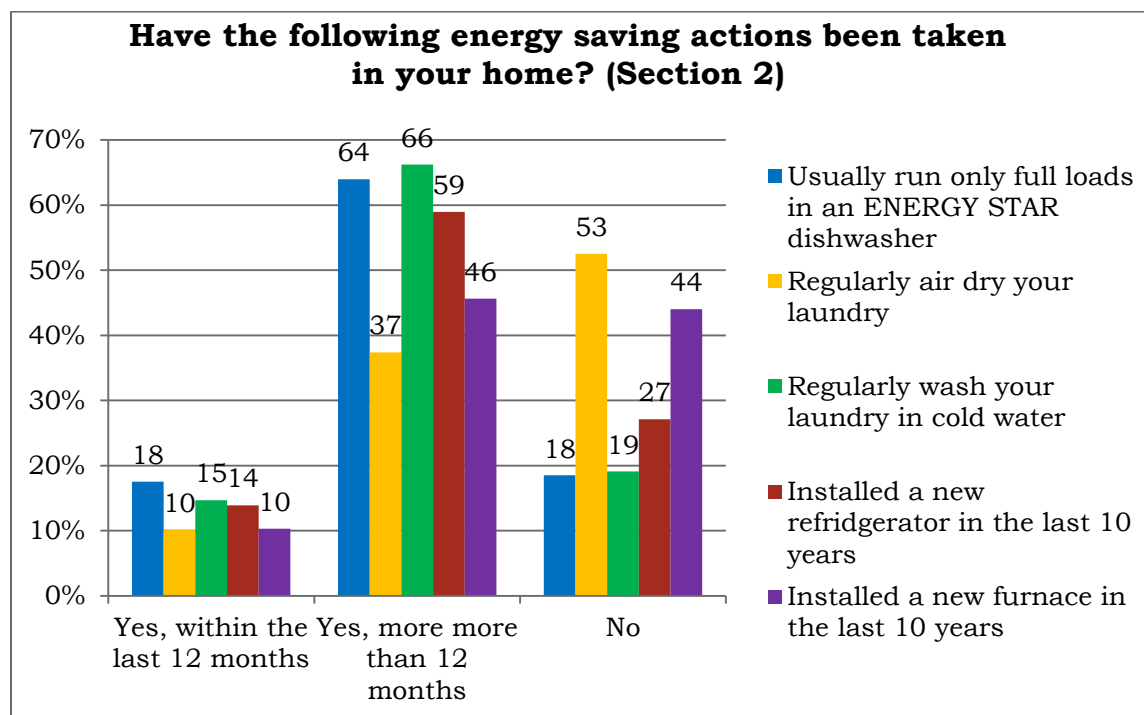
Of the respondents for this question, 82% of respondents reported regularly running only full loads in an Energy Star dishwasher with 64% reporting this beginning “more than 12 months ago.” Eighteen percent (18%) did not choose this action.

Eighty one percent (81%) of residents reported regularly washing laundry in cold water with 66% reporting this action starting more than 12 months ago. Nineteen percent (19%) were not regularly washing laundry in cold water.

Seventy three percent (73%) installed a new refrigerator within the last 10 years with 59% doing so more than 12 months ago. Twenty seven percent (27%) have not installed a new refrigerator within the last 10 years.

Of the respondents for this question, 56% installed a new furnace within the last 10 years with 46% doing so more than 12 months ago. Forty four percent (44%) have not installed a new furnace within the last 10 years.

Forty seven percent (47%) of residents reported regularly air drying their laundry with 37% doing so for more than 12 months. Fifty three percent (53%) reported that they do not regularly air dry their laundry.



Seventy seven percent (77%) of Stratford residents reported “water supplied by the Town” as their main source of water with 22% reporting “water from a private well” as their main source of water.



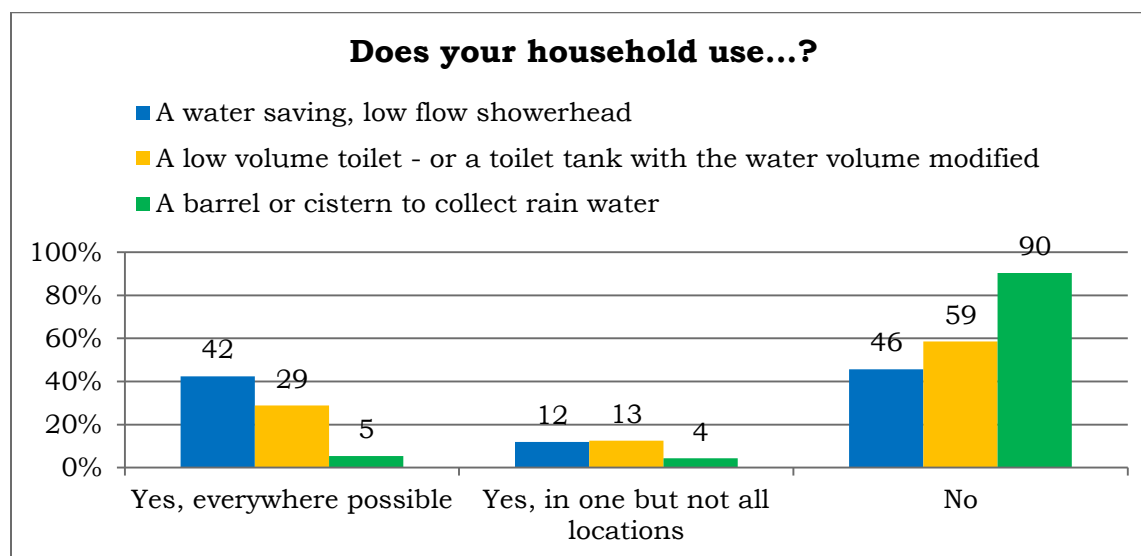
Residents were asked about certain water conserving activities. Does your household use:

- a water saving, low flow showerhead
- a low volume toilet - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)
- a barrel or cistern to collect rain water

Forty two percent (42%) reported using a water saving, low flow showerhead everywhere possible with an additional 12% reporting use in one but not all possible locations. Forty six percent (46%) do not use this water saving device.

Twenty nine percent (29%) have a low flow toilet everywhere possible with an additional 13% using them in one but not all possible locations. Fifty nine percent (59%) do not use a low flow toilet.

Nine percent (9%) use a barrel or cistern to collect rain water in one or more possible locations while 90% do not use a barrel or cistern.



A **water audit** involves an examination of the water distribution system within the home as well as how water is being used. It can determine if and where excess water is being used and recommend ways to reduce water use.

For the purposes of this survey, a water audit did NOT mean “water quality testing”. Participants were asked: Has a water audit ever been conducted for your dwelling?

Of note, only 73% of respondents answered this question. Of this group, 4% reported ever having a water audit conducted with 96% reported no water audit.

INCREASING COMMUNICATIONS

Strategic Objective: Stratford will improve communications to and with residents and stakeholders and increase awareness of the community outside of Stratford

Survey participants were asked: *What are your main sources of information regarding the Town of Stratford?* Respondents could check more than one response (and for this reason, response options will not add up to 100%.)

The answer option most frequently chosen as a main source of information was direct mail to home (which included the Town newsletter, brochures, flyers, and utility bills) at 73%. The next frequent option was The Guardian newspaper at 47%.

Several options ranged in frequency from 25% to 40%: Radio Station – 25%, Town of Stratford Website – 34%, Word of Mouth – 35%, and the Town Sign at 40%.

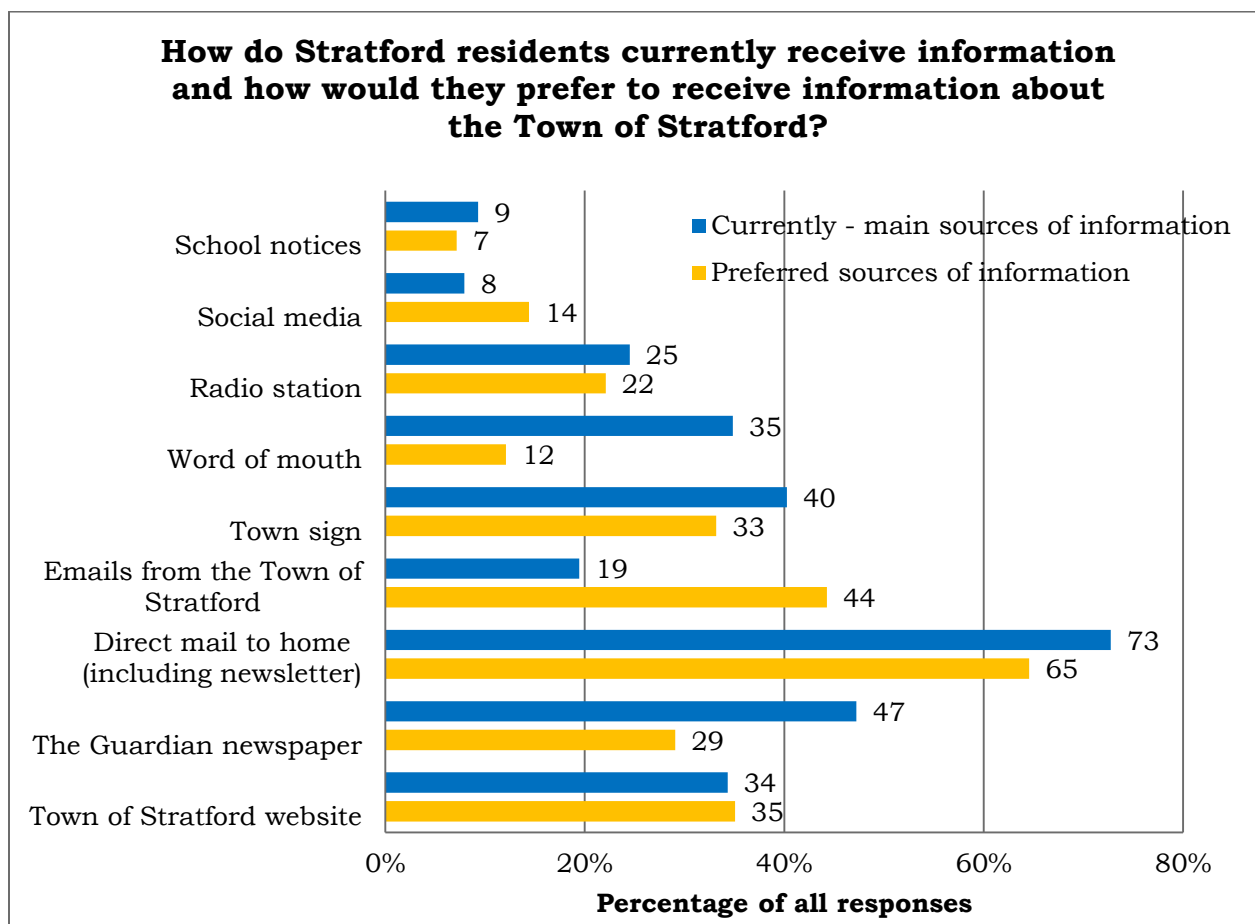
The remaining options were chosen less than 20% of the time with Social Media (such as Facebook or Twitter) – 8%, School Notices – 9%, and Emails from the Town – 19%.

When asked: *How would you like to receive information from the Town?* The answer option most frequently chosen as a main source of information was direct mail to home (which included the Town newsletter, brochures, flyers, and utility bills) at 65%. Emails from the Town of Stratford followed next at 44%.

Several options ranged in frequency from 22% to 35%: Radio Station – 22%, Guardian newspaper – 29%, Town Sign – 33%, Town of Stratford Website – 35%.

The remaining options were preferred less than 20% of the time with School Notices – 7%, Word of Mouth – 12%, and Social Media (such as Facebook or Twitter) – 14%.

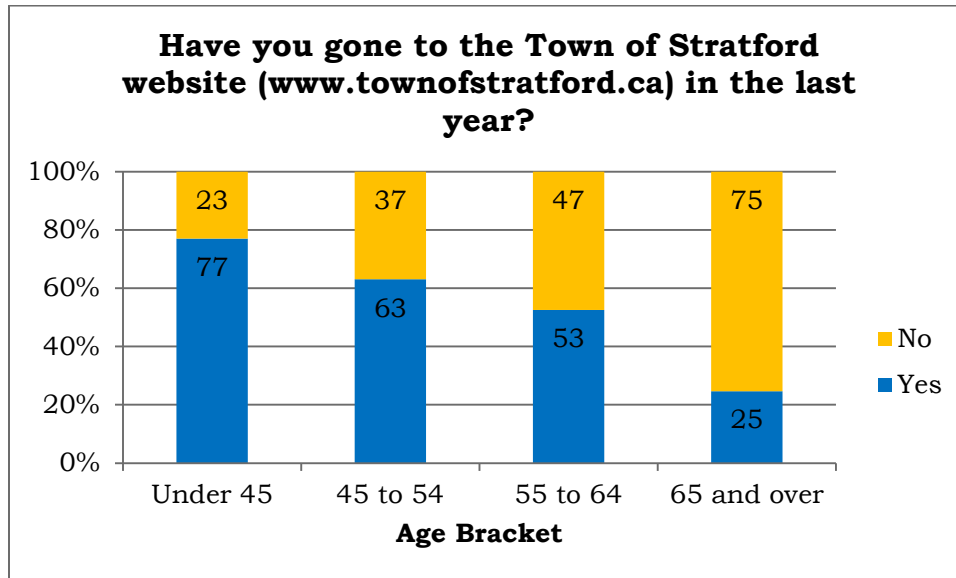




In addition, 1% of participants selected the “other” option with modes identified as flyers, interaction with town employees, television, and the Guardian (provincial newspaper) website.

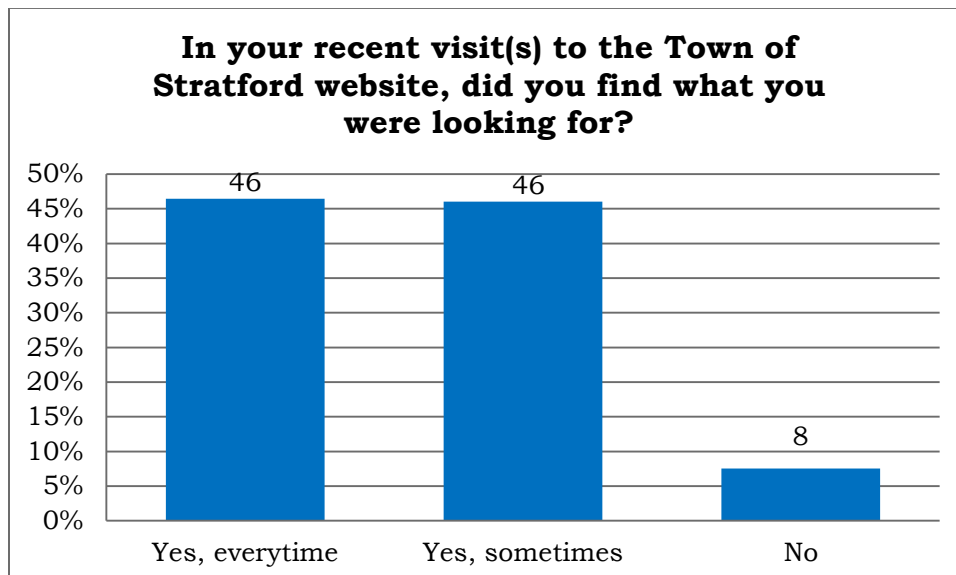
Town Website

Fifty-six percent (56%) of residents had visited the Town of Stratford website (www.townofstratford.ca) in the last year. Of note, a significant age related difference in accessing the website was seen. Those under the age of 45 were the most likely to have gone to the website (77% within that age bracket) and those over the age of 65 were least likely to have gone to the website (25% within that age bracket). Sixty three percent (63%) of those aged 45 to 54 and 53% of those aged 55-64 had visited the website in the last year.

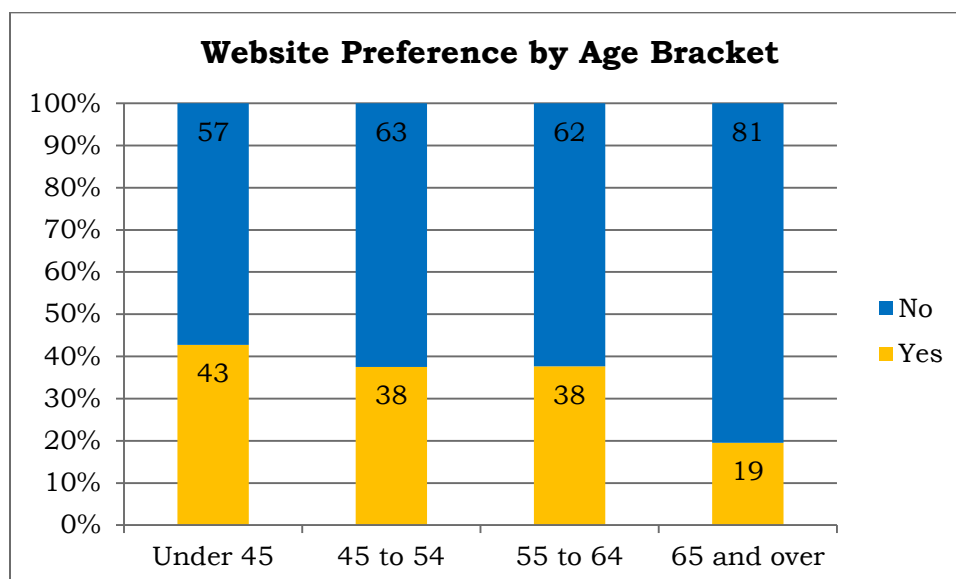


Of those who had visited the website, on their most recent visit(s) to the website, 46% were able to find what they were looking for “every time”, 46% were able to find what they were looking for “sometimes”, and 8% were not able to find what they were looking for.

Respondents who were not able to find what they were looking for every time they visited the website were asked to describe what they were looking for on these visits. Of note, of the qualifying 341 respondents, 135 provided comments. The qualitative results were collected for review and will be used to inform Town planners but were not analyzed or reported in this report.



Among the preferred methods for receiving information about the Town, 35% of all residents preferred to receive information by the Town website. Of note, there is an age dependent difference in this preference with those over the age of 65 least likely to have chosen this option. Forty three percent (43%) of those under the age of 45, 38% of those 45-54, 38% of those 55-64, and 19% of those 65 and over would prefer to receive information about the Town on the website.



INCREASING COMMUNITY ENGAGEMENT

Strategic Objective: Stratford will engage significantly more residents and stakeholders in the decision making process based on collaborative planning principles.

Stratford residents were asked if they were interested in becoming more engaged in the Town decision-making process. Fifty one percent (51%) are interested in becoming more engaged and 49% are not interested.

Those who were interested in being more engaged in Town decision-making were asked: In what ways would you like to be engaged? (Please check all that apply)

- attending Town Council meetings
- attending public meetings on specific issues
- attending an open house or information session on specific issues
- participating on topic specific committees (such as Heritage, Active Transportation, Arts & Culture)
- participating on event committees

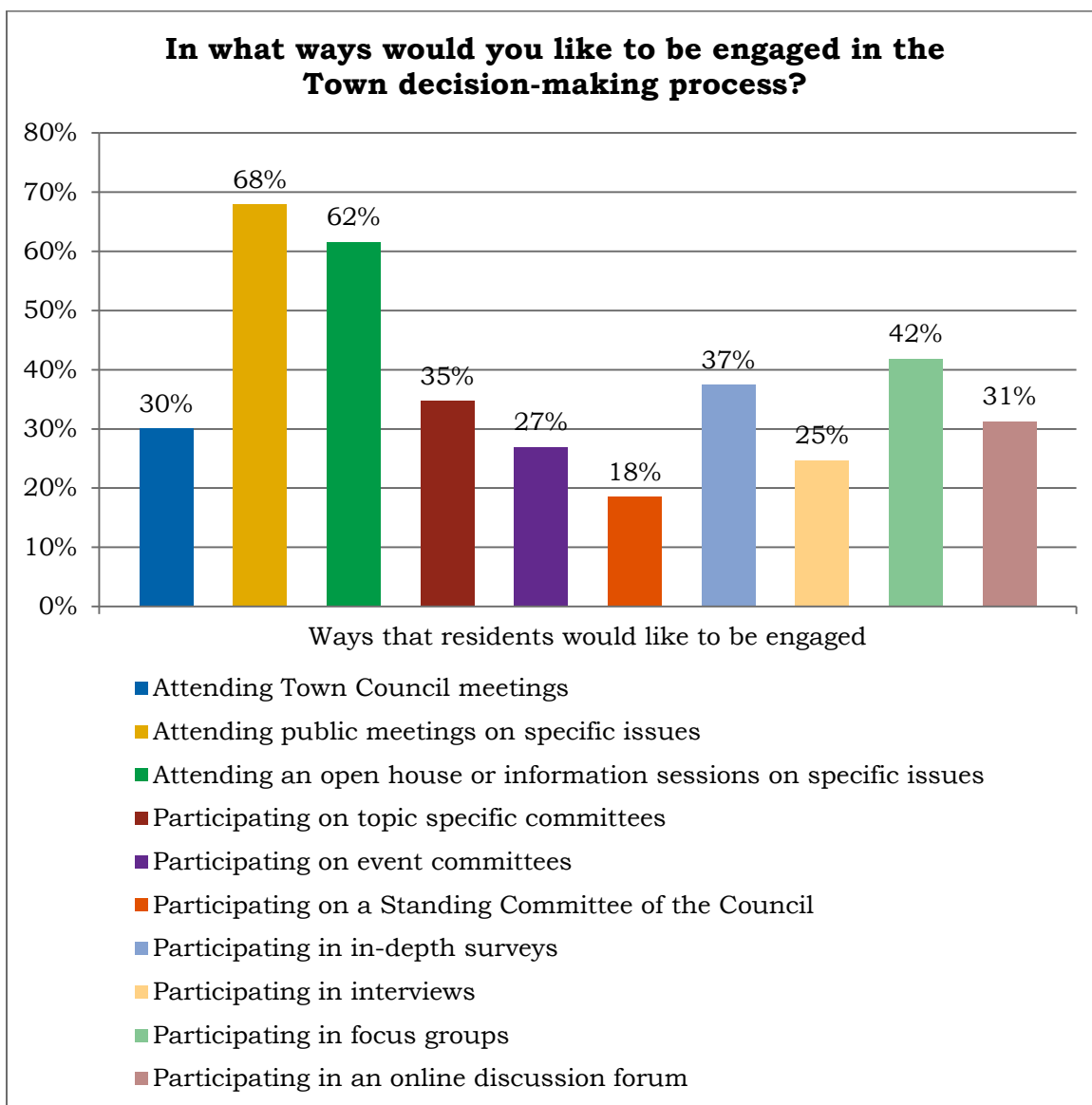
- participating on a Standing Committee of the Council
- participating in in-depth surveys
- participating in interviews
- participating in focus groups
- participating in an online discussion forum
- other (please describe)

Of those respondents who were interested in becoming more engaged in Town decision-making, 68% indicated that they would like to attend public meetings on specific issues and 62% indicated that they would like to attend an open house or information sessions on specific issues. Thirty percent (30%) selected the other meeting option of attending Town Council meetings.

Forty two percent (42%) would like to participate in focus groups and 37% would like to participate in in-depth surveys. Thirty one percent (31%) would like to participate in online discussion forums and 25% were interested in participating in interviews.

Interest in committee work was indicated by 35% choosing topic specific committees, 27% chose special event committees, and 18% chose Standing Committee of the Council.





Three percent (3%) of respondents indicated an “other” choice with descriptions indicating specific interests or suggestions: interested in landscaping (trails, tree planting); future planning for our waterfront; Recreation committee to look at Facility use and condition; vote online on multiple decision(s) made by the city; and suggestions regarding meeting times and advertising of meetings.

Volunteering

Residents were asked several questions concerning their volunteer activities.

In the past 12 months, 60% reported that they or a member of the household volunteered for a not-for-profit or charitable organization, and 40% indicated that no one had volunteered for a not-for-profit or charitable organization. Of

the 60% who reported volunteering, 49% reported that some of the volunteer activity was performed in Stratford while 51% indicated that none of the volunteer activity was performed in Stratford.



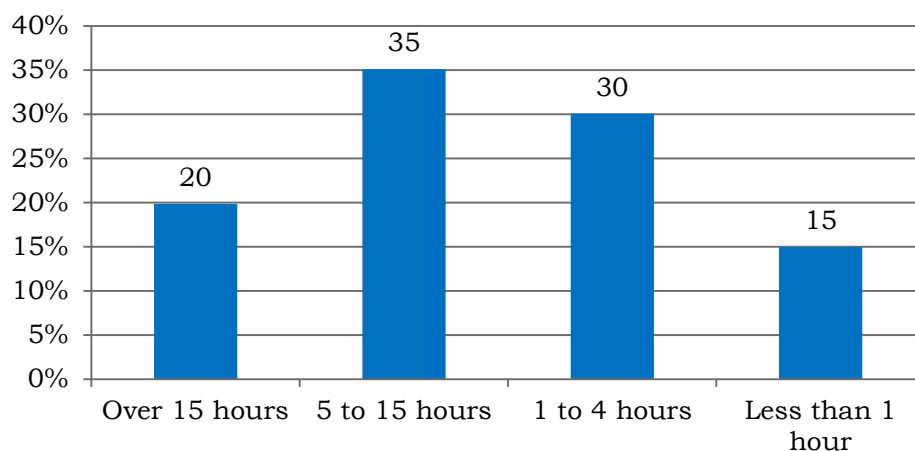
Of those who volunteered, 10% reported that in the past 12 months, someone in the household volunteered in activities aimed at conservation of water or protection of the environment with 57% of these respondents indicating that these activities directly involved or affected the Town of Stratford.

Ninety percent (90%) of those who volunteered indicated that the volunteer activities were not aimed at conservation of water or protection of the environment.

Survey respondents were asked: In the past 12 months, on average, how many hours per month did YOU volunteer? Twenty percent (20%) of respondents averaged over 15 hours per month, 35% reported 5-15 hours per month, 30% reported 1-4 hours per month, and 15% reported volunteering for less than 1 hour per month.



In the past 12 months, on average, how many hours per month did YOU volunteer?

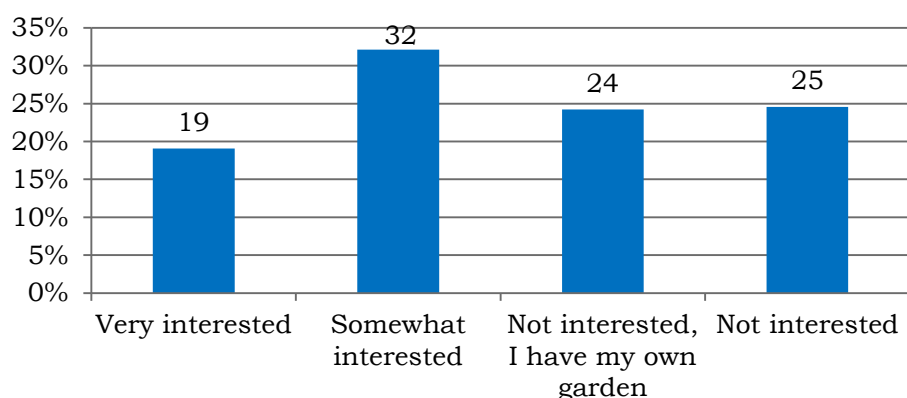


OTHER

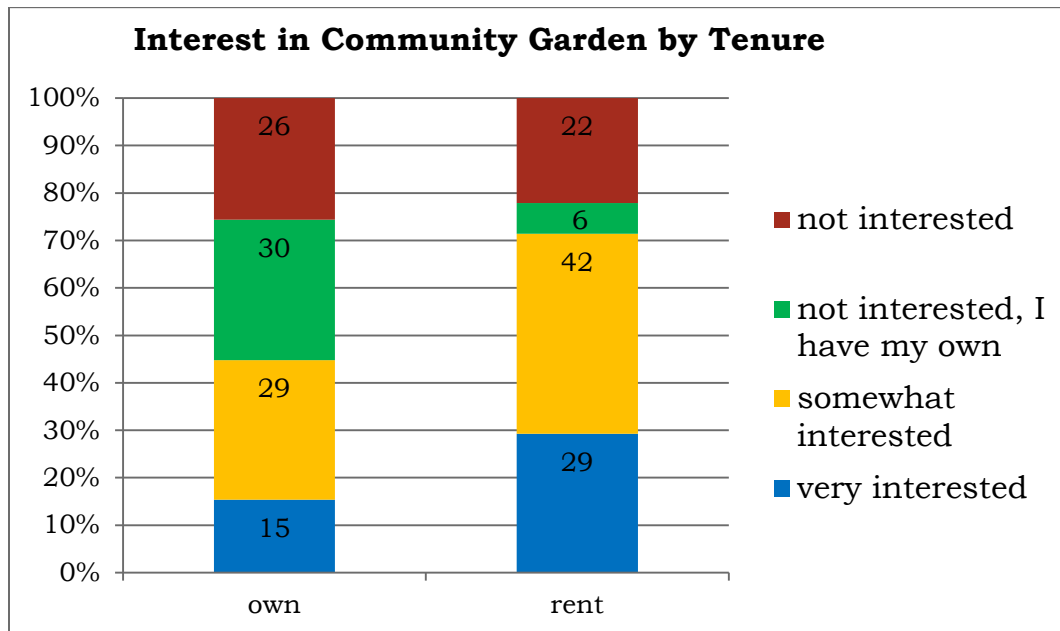
A community garden is any piece of land (publicly or privately held) that is cultivated by a group of people rather than a single family or individual. Unlike public parks and other green spaces maintained by local governments, community gardens are generally managed and controlled by a group of unpaid individuals or volunteers – usually the gardeners themselves.

Residents were asked: How interested would you be in having a community garden in the Town of Stratford? Fifty one percent (51%) of residents were somewhat or very interested in a community garden while 25% were not interested and 24% were not interested as they already had their own garden.

How interested would you be in having a community garden in the Town of Stratford?



Of note, renters are more interested in having a community garden than home owners with 71% of renters somewhat or very interested compared to 44% of home owners. A larger percentage of home owners selected “not interested, I have my own garden” compared to 6% of renters. Both groups had similar percentages as not interested with 26% of home owners and 22% of renters.



APPENDICES

{Appendices available upon request}

Appendix 1 – Method Description

Appendix 2 – Questionnaire

Appendix 3 – Online Welcome Page and Sample Question

Appendix 4 – Cover Letter for Paper Survey